

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 21, 1927

27TH ANNUAL CONVENTION AMERICAN BOOKSELLERS' ASSOCIATION

New York, May 9-12, 1927

HOTEL COMMODORE

<i>President</i>	JOHN G. KIDD	Cincinnati
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<i>Secretary</i>	HARRY V. KORNER	Cleveland
<i>Treasurer</i>	STANLEY G. REMINGTON	Baltimore
<i>Executive Sec'y</i>	ELLIS W. MYERS	New York

MONDAY AFTERNOON SESSION, MAY 9

The President's Address

John G. Kidd

Stewart Kidd, Cincinnati

IT is eminently fitting that we should convene at this time in the City of New York, America's most important book center. In celebrating our twenty-seventh birthday we are returning to this city after an absence of three years with an Association which has grown in numbers and importance. Looking back twenty years to 1907 it is interesting to note the records show "a tidy balance in the Treasury of \$296.00" while in 1927 the expenses alone were in excess of \$15,000.00. This clearly shows in the amplified activ-

ities which have created a new cooperative epoch in the Association that will be of the utmost significance in the wider development of more and better bookselling.

In administering the affairs of the Association I cannot express too earnestly my sincere appreciation of the loyal support accorded me by various members of the organization. They have helped generously with their time and suggestions. Particularly am I indebted to the officers, Mr. Estabrook, Mr. Korner, Miss Cummings and the Treasurer, Stanley Rem-

ington, who deserves much more credit for his efficient financing than has been accorded him. The Board of Trade and its able Chairman, Cedric R. Crowell, have handled more than the usual amount of Association business without stint either in time or energy. Frank Magel and his committee are especially deserving of your praise. He has engineered all the entertainment for this the largest and most important of our conventions. Ernest Eisele should receive your special recognition for his effective work on the business program. August Gehrs I thank for his part in the development of proposed consolidated warehouse plans, of which later you will have a complete report.

It seems fitting at this time to commend highly the second years' excellent record made by your Executive Secretary, Ellis W. Meyers, who has filled a most difficult position in a very capable manner. He has been ready to write an editorial, interview a publisher or pack a case at a moment's notice. Incidentally he has fought the Association's battles all the way from cut prices to the breaking of publication dates.

Fred Melcher as usual has championed the right. His keen insight in various bookselling problems has clarified our troubles to a marked degree. It is to be hoped both the publishers and booksellers may read his editorial under the caption of "The New Macy Publicity of Cut Prices" which is an analytical masterpiece.

The efforts of Marion Humble, representing the National Association of Book Publishers, have been particularly successful in helping our members with constructive ideas of practical value. Also thru her courtesy we were enabled to meet with the representative of the Federal Board of Vocational Education, E. W. Barnhart, to help lay plans for the promotion of retail book selling. Mr. Barnhart will place before you his ideas during the course of this convention.

In pursuance of President McKee's recommendation at St. Louis for a reindorsement of the Clearing House and after much careful preliminary planning by your Board of Trade and Executive Committee, using as a basis the report of Chairman Cedric R. Crowell and your

Executive Secretary, the successful establishment of the Clearing House in July, 1926, became a fact. It was felt by your officers that benefits to the organization resulting from this activity would largely increase the membership easily outweighing any loss from operation that might occur during the first year or so. With 150 to 200 booksellers using the Clearing House Service it will be on a self-supporting basis. Additional members will then mean a profit to the A. B. A. Beside which, orders may again be centralized and sent under one cover to the Clearing House for distribution with considerable saving of time and money to the bookseller. Your Treasurer will give you complete figures and your Secretary in his report will give you complete details. Broadly speaking the A. B. A.'s objectives for the year were as follows:

1. The successful operation of the Clearing House.
2. Maintenance of resale prices.
3. Uniform discount of 40% from the publishers.
4. Greater and more effective distribution of books.
5. To impress upon the retail trade the necessity of having comprehensive and accurate figures on which to conduct their business.
6. To awaken in the retailer a better understanding of trade practices.

These and many other matters were handled by the Board of Trade. We feel that with additional members the successful operation of the Clearing House will be assured. There still seems to be some reluctance among our members to the using of this service. It would be well for the booksellers to read the article entitled "Additional Profits" in the March *A. B. A. Bulletin* as this clearly demonstrates the saving that can be made on all shipments. In the maintenance of resale prices there is very little improvement if any, tho we had hoped to report conditions less dangerous.

It is a regrettable fact that there is no chance for the passing of the Capper-Kelly bill of price maintenance which is as far off as ever altho some compromise legislation may pass. The Honorable Clyde Kelly informs the public that, "Price-

cutting is getting business under false pretences. Large stores cut prices on certain standard articles to get customers into their place of business. They then make up the loss on that article by selling the customer other goods at advanced prices. Monopoly is the child of price-cutting. Did you ever hear of a trust that put its small competitors out of business by maintaining prices? Only thru price maintenance can the public be assured of a square deal. Prices on standard articles held firm during the war, while prices on other merchandise went sky-high."

On the other hand Lew Hahn, Managing Director of the National Dry Goods Association, says, "What the supporters of the Capper - Kelly bill want to do is to monetize merchandise, to give it a fixed value, to say that this article shall forever be worth \$5.00 and this one forever 25c. Even the Government does not claim this privilege." We as booksellers, however, know if we are to prosper that something effective must be done to legislate against price cutting of copyrighted as well as trademarked merchandise.

Several publishers have clearly shown their appreciation of the bookseller's difficulty with rising costs of retailing by joining the ranks of concerns who are now giving a trade discount of 40%. Thru the Book Reviews, Trade Magazines and *A. B. A. Bulletin* valuable information has been given and important suggestions made which if followed will undoubtedly increase the distribution of books. The necessity of having thoro and complete figures of the business cannot be too

greatly emphasized. It is my opinion that over half the financial difficulty among booksellers is not the lack of money but a lack of understanding as to modern accounting problems. Should any bookseller with limited accounting facilities desire to analyze his figures he could not do better

than study Cedric Crowell's "Book Shop Accounts and Records," issued by the National Association of Book Publishers.

The proposed Code of Ethics to be submitted at this convention is a model of effectiveness, and if adopted should arouse in the retailer a better idea of trade practices provided it is read carefully and understandingly.

Blatantly advertised direct by mail schemes to select the public's reading, in some cases at a reduced rate, is one element of the newer bookselling that has caused considerable anxiety

among the retailers. Here the Board of Trade Committee with your Executive Secretary have done excellent work, and the bookseller should be thankful that this alert body of men is constantly looking after his interests. Perhaps in a way this has benefited the bookseller in that he has suddenly realized the necessity for aggressive retail methods to protect his business.

For the coming year I hope you will continue to support the Clearing House which is the keystone of our new Association activities. That you will encourage the plans for a consolidated warehouse to be used jointly by the Clearing House of the American Booksellers' Association and certain of the publishers thereby saving time and money in the handling of book shipments. That you encourage in the



*John G. Kidd, reelected President
of the A. B. A.*

most effective manner those publishers who do not cooperate with price cutting concerns whether they be of the store or mail order type. That you will support any practical measures that will result in the better establishment of a bookselling educational program. That you will under

n o circumstances sell new books in advance of publication dates, a most pernicious trade practice that helps discredit the business you are in. That you exert real care not to cause the publishers useless expense by mailing your orders to the wrong firms.

Also I recommend the delinquents to be more prompt in sending in their dues. Tho as usual the Association is being run most economically the budget is such with the increased activities that all resources are needed if we are to carry out our constructive

plans in a fitting manner. The successful future of the A. B. A. will depend absolutely on an increased membership which we must have. Stanley Remington in his report will have some interesting facts for your consideration.

However chaotic book publishing, buying and selling is in the minds of the public, and Dan Longwell has clearly demonstrated this in the April number of the *Atlantic Bookshelf*, the business as a whole is on a sounder foundation and is more prosperous than ever before.

In closing let me quote from an article appearing in a recent number of the *Publishers' Weekly*, the heading of which is, "Why is a Booksellers' Convention?" The author says it is nothing more nor less than a gathering together in one city under

one roof of the best brains, the greatest experience, the largest ambitions and the finest ideals of bookselling in America. If this is the case let us live up to it by returning home with renewed vigor pledged to a consecrated enthusiasm of service in this our chosen profession.

PRESIDENT KIDD: The Secretary will read some telegrams just received.

SECRETARY MEYERS: We have a cable wireless from Virginia Smith Cowper of Shanghai, China:

"Extend greetings American Booksellers. Hope Convention successful. Shanghai book market good, everyone reading."

And we have a radiogram from the Chairman of the National Book Council of London addressed to our President:

"Hearty good wishes success of conference."

"The American Fair Trade League

sends cordial greetings and warmly appreciates cooperation of the American Booksellers' Association in cause of honest merchandising."

PRESIDENT KIDD: We will now listen to your Treasurer, Stanley G. Remington.

MR. REMINGTON: The Association is not growing as it should grow. If you belong to an association and feel any interest in the Association, you certainly should do a little bit, or make some effort to secure one or more new members.

Six new members have joined since this morning, and I should like to have all of you give some thought to this membership question, and in the executive session maybe something could be done to suggest some method of increasing the membership.



Stanley G. Remington
of the Norman, Remington Co., Baltimore

Treasurer's Report, May, 1926-27

Stanley G. Remington

Balance in Treasury, May, 1926 \$763.88

RECEIPTS MAY, 1926-1927

Certificates of Deposit Cashed		\$5000.00
Interest on Certificates of Deposit Cashed	25.70	
Interest on Liberty Bonds	127.50	153.20
Membership Dues		7929.50
From Users of Clearing House Service		5133.07
Check for Balance in Treasury Dated June 4th, 1926		265.10
Refund from St. Louis Convention Committee ...		178.32
From Users of Book Review Service		50.00
Refund on Insurance		18.84
Loan from Bank		2800.00
Other sources—including Sales from Electros, Signs, etc.	100.02	21,628.05

TOTAL RECEIPTS \$22,391.93

DISBURSEMENTS MAY, 1926-1927

Convention Expense Acct. Reporting Convention, etc., 1926		298.78
Traveling Account		761.75
Postage and Printing. Letters, A.B.A. Bulletin and Roster		995.67
Entertainment Committee, 1927		300.00
Board of Trade Account		100.00
Refund on overpayment membership		10.00
Loans from Bank Paid		2800.00
Interest on Loans		23.76
Membership Booksellers' League		6.00
Stenographic office and Salary Acct.		2389.49
Executive Secretary's Salary	2550.00	
Executive Secretary Salary Allocated to Clearing House Acct.	450.00	3000.00
Clearing House Account through May 14th	6960.30	
Less Executive Secretary's Salary	450.00	6510.30
Incidentals		7.90
New York State Tax		10.00
Pyroglass Products		49.00
Balance withdrawn from Old Treasury and Trans- ferred to New Treasurer, Check No. 436, Norwood National Bank	265.10	17,527.75
Certificates of Deposit Purchased		4,000.00
May 5 Balance Cash in Bank		864.18
		\$22,391.93

ASSETS

U. S. Liberty Bonds 4½% par value in Farmers and Merchants Bank Vault as per their receipt	3000.00				
Certificates of Deposit earning 4% maturing July 17th, 1927, in Farmers and Merchants Bank vault as per their receipt	1500.00				
Cash in Bank May 5th, 1927	864.18				
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TOTAL CASH ASSETS		5364.18			
STATEMENT OF BANK MAY 5th, 1927	1019.72				
A. Checks out not listed on Bank Statement May 5					
Check No. 188 Voucher No. 148	238.00				
" " 189 " " 149	113.00				
" " 198 " " 188	134.28				
" " 199 " " 189	52.58	537.86			
	<hr/>				
	481.86				
B. Deposit of May 5 not on Bank Statement May 5	382.32	864.18			
	<hr/>				
Cash Discounts Taken for Year		33.80			
Analysis of Clearing House Account					
Total Cost of Operation to May 14th, 1927	6939.49				
less Executive Secretary's Salary	450.00				
less Furniture, Fixtures and Materials	300.00				
less Accounts Receivable from Clearing House Users	350.00				
Less—Refund from Gas Co.	27.37				
Less—Cash value of Old Lease Check for ..	125.00	1252.37			
	<hr/>				
	5687.12				
Cash received from Users of Service	5133.07				
	<hr/>				
Net Loss to May 14th	554.15				
Comparative Statement of Assets, Dues collected and Membership for Period of Five Years.					
Net Assets at the end of Each Fiscal Year Including Bonds and Certificates of Deposit	1922-23	1923-24	1924-25	1925-26	1926-27
	\$5036.62	\$5696.57	\$8089.77	\$6263.88	\$5364.18
Dues Collected from Membership	4405.00	4910.00	5710.00	5310.00	7929.50
We have no unpaid bills.					
Membership	1923	1924	1925	1926	1927
	554	720	745	818	786
New Members to May 9th					36
Lost thru increased dues and other reasons					30
Lost by death and going out of business					8
Dropped for non-payment of dues					18
					<hr/>
Total Loss					56
We have 80 satisfied users of Clearing House Service.					

PRESIDENT KIDD: I think you will all agree that considering the difficulties we faced this last year, that the Treasurer's report is exceedingly good.

When the idea of establishing a clearing house was first brought up, the survey gave us a net loss of not less than \$1,000. But

considering the benefits, we all felt it would be money well invested, and I think that Mr. Remington's report confirms that idea.

The next in order will be a report from Ellis W. Meyers, your Executive Secretary.

Report of Executive Secretary

Ellis W. Meyers

ON July 7th last year we started paying rent on an old and rather weather-beaten saloon at 255 Tenth Avenue so that we could experiment with the possibilities of the Clearing House.

During the two weeks up to July 19th we had four booksellers using the service and, frankly, that, at that time, taxed our facilities to the utmost. The third and fourth weeks in July found us giving the Clearing House service to about eight subscribers, and on July 29th, when the gross service charges reached the large sum of \$16.10 for one day, we thought we were doing an exceptionally large amount of business. From a total of \$39.10 for our third week of operation we have grown until we are now averaging about \$135 a week and have eighty subscribers. The Clearing House service has been built up carefully without any desire to rush things and without any desire to have too many new subscribers come in at one time because we were experimenting, and things



Ellis W. Meyers

were difficult, and we did not care to run the risk of giving a poor service to a great number, but contented ourselves with giving a good service to a few of our members. We have experimented with various kinds of packing cases, many kinds of twine and paper, all sorts of shipping — express, parcel post, freight, and truck. At no time during the experimental stage did we risk giving a bad service to the pioneer subscribers. Pioneers they most certainly were for they traveled with us into unknown

territory and helped us clear the way for the building of what will some day be a large and most effective organization. They stood by us while we tried out systems that were bad, indifferent and good; until at last we arrived at the conclusion that there are certain ways of shipping, certain cases that might safely be used and certain records that were essential in order to keep track of all of the books. At that we made few mistakes, none detrimental to the booksellers.

Gradually our income increased. Gradually we added new subscribers and gradually we became more efficient, and we began to study possibilities of saving money, of taking advantage of every opportunity of saving a little here and a little there. Some of our finds have been bulletined to you thru our own organ and the *Publishers' Weekly*. Outside of the third parcel post zone we have learned that we can save anywhere from one to four per cent for any bookseller. We are today in a position to give advice on individual shipping problems. We have so organized the Clearing House that we can take care of any number of new subscribers without disrupting the service or lessening its efficiency. We are ready to give this service to the entire trade. The Clearing House has great possibilities for the future. There has been a little money lost during the past ten months. Our expenses have unfortunately exceeded our income, but that money may be looked upon in the light of an investment. It has been well spent. It has shown us that this organization can be operated so that it will pay its own expenses and so that it will save a great deal of money for every bookseller who uses it. As are all cooperative plans of this sort, it will be more effective in direct proportion to the number of booksellers who use it. Make it your business before you leave New York to investigate this matter. This is a plan to make a profit by lowering costs of doing business.

City Cooperation

In speaking of city cooperation, I should like to call attention to the possibility of a book exchange. On a net price basis it can be worked quite easily.

For instance, let us say that bookseller A has an overstock of title 1 priced at \$2.50. He tells the other booksellers in his town. They take up five or ten copies and he charges them with the net prices of those books. In other words, discounts are left entirely out of this proposition. This is a bookkeeping transaction, no money is exchanged. Then booksellers, B, C, D, will be in like predicaments with other books at various prices. These are taken up and at the end of each quarter each bookseller will know how much he

has distributed to his fellows and how much they have given him. The accounts can then be properly balanced by exchanging other books. It is evident that this can only be worked where booksellers are on a friendly basis, and it must be apparent that not to be on a friendly basis with the other booksellers in a city is likely to be an expensive proposition to anyone.

Thruout the year every effort has been made to prevail upon dissenters to live up to the accepted ethics of the trade. The Board of Trade is submitting to this convention a code of ethics for the approval of the Association. Much of the matter contained therein has formerly been unwritten law. In many instances we have shown the error of their ways to persons who did not accept this law.

I believe that everything done along this line helps make bookselling sounder and more profitable. It is my hope that eventually the Executive Office will assume such proportions that there will be an assistant to the Executive Secretary who will devote his entire time to matters of this sort.

Let us face the facts squarely. We have been introduced to an entirely new system of book distribution, new at least to this country. We were slightly helpless for a short while in the face of competition which met us on our own battleground. We recovered, and found that we, too, could meet competition and that it could to a small extent be of use to us. Immediately thereafter we learned that any new idea can have a variety of methods, and we found that this new system might be so changed that it could be made harmful. As individual booksellers it is rather hard to compete with a national advertising campaign that costs more than many of our members have invested in their stores. This fact makes it all the more necessary that we learn at once the value of cooperative activity, advertising, publicity and promotion. It makes it imperative that we actually get together not merely by joining a trade association but by devising a plan whereby each member of the association will help the other and himself.

Supposing, for instance, the Booksellers'

Association were to retain a committee equally as eminent, equally as disinterested and, I hope I do not offend anyone, with a knowledge equal to any committee now in existence. This committee will examine manuscripts and publications and select not one book a month but six, twelve times a year. I do not suppose that anyone will contradict me when I say that recent developments have proved that you can sell more books of any individual title by the Selecting Committee method—sell them, I mean, in bookstores. As a consequence it would be quite safe providing this scheme were backed by a national advertising campaign for any bookseller to say "You can send me ten, or thirty or fifty or a hundred copies, depending upon the size of the outlet, of each of the six titles that that committee selected each month. Now all we have to do is to back this with a national advertising campaign. If we could get enough blanket orders from the booksellers for each of these six titles so that we could order ten thousand copies every month, that is, of course, ten thousand of each multiplied by six or sixty thousand books, we could resell at an average 40% discount and on the sixty thousand books make a profit of twelve thousand dollars a month. It would cost approximately forty-four thousand dollars a year to take care of the committee and the necessary expense of receiving these books from the publishers and the repackaging and shipping to the subscribing booksellers. Twelve thousand dollars a month, times twelve months a year is one hundred forty-four thousand dollars less than the forty-four thousand for operating expenses, giving us a margin of one hundred thousand dollars which could go into an advertising campaign. Now before there are any objections to this plan let me say here that it is not intended to be a book club. Every bit of advertising will be written along the following lines:

The six books selected each month and the Selection Committee will be mentioned. The books will be advertised as six samples of what Mr. and Mrs. Public and the young Public can find in the bookstores. At least three fourths of each advertisement will be devoted to the fact that there are bookstores, that the book-

sellers stock thousands and thousands of volumes, that these volumes meet every conceivable need and that the aforesaid Public family should go into the bookstore, meet the booksellers and buy books from him. We can also say that, if anyone so desires, a postcard will be sent him by his bookseller each month and that the postcard will bear the names of the six titles which have been selected as samples for that month, and, if that person desires one of these books, all that is necessary is to check the card, send it back to his bookseller, and the title desired will be sent him. We can have advertising in book reviewing media, magazines, and newspapers and, in addition, can send out trade helps in the form of a monthly bulletin in which the members of our Selecting Committee will discuss these samples and in which we can say something about the bookshop; postal cards, window displays.

Association Merely Fosters Plan

This is no scheme for the Association to go into the publishing or jobbing businesses. Reorders for additional copies and any other matters of that sort can be taken up with the jobber and publishers. This is merely a plan whereby we can get enough money to run a really good-sized and effective national advertising campaign. It depends entirely upon cooperation and a lot of it. Almost everyone in the trade will have to come in at once if it is adopted and is to be made successful. There is no bookshop that will order a larger amount than he needs. For instance if a bookseller has been in the habit of ordering one hundred or two hundred of the best sellers he would probably give a blanket order for about 20 or 25% of that amount and other bookshops would probably order in proportion. The traveler who was in a position to say that such and such a book has been selected would then be able to sell that bookseller practically as many copies of any titles as he had before, because the bookseller would know that, in addition to increasing the sale of all of his books, the particular books picked would sell in slightly larger quantities. This is a plan to sell "all books of all publishers" in "all bookstores." We have on exhibit

a number of advertisements of the type that can be used. Franklin Spier who will speak to you tomorrow about advertising has given his time to this work and cooperated with me to the fullest in preparing the advertisements.

Financing the Plan

The question of financing a plan of this sort is going to come up sooner or later and might just as well be answered now. If this or some similar plan should be adopted by the Association it will be a tremendous thing and would be considered so by those to whom we go with the request that they act as members of the Advisory Committee. In all fairness to them we must, of course, give them some remuneration for their work. But I have no doubt in the world that several of them will be glad to help us start this thing because of its possibilities for the future. We can, I feel sure, start paying them at the end of the first month.

Then we have to think of paying the publishers and for our advertising. We successfully financed the Clearing House on the pay as you enter plan. We can do the same with this. The booksellers can get it under way by sending, upon agreeing to take a certain number of titles each month, a deposit to cover the first two months' supply of books. At the end of two months we shall know where we stand. In the meantime the booksellers will not be out of pocket because they will at least have received the volumes they ordered.

I have discussed this with a great many people, most of whom are quite enthusiastic about the general idea. I don't mind telling you that I am *highly* enthusiastic, not about this plan so much as some plan whereby we can all get together and do some actual selling in a bigger, harder, steadier way. This sort of advertising will do two things. It will protect us against people stealing our rightful customers and it will create new book readers if such a thing is possible. I hope it will be considered as carefully by everyone here as it has been by your executive committee, your Board of Trade, the persons to whom I have taken it and your Executive Secre-

tary. It should be discussed and analyzed and if nothing more comes out of it than a healthy discussion we will be that much better off because that discussion will most assuredly put us on the track of at least one and possibly several new ideas.

There are other methods of cooperative advertising that will sell books and are, in their own way, effective business stimulators. Two years ago, before I came to this Association, I received a liberal education in a form of advertising that is successfully used in a small way by a number of concerns and has been the most effective sales producer in a large way for the Western Union and the Postal Telegraph Companies. I refer to the so called dodger or envelope stuffer, a paper advertisement about three by five inches in size, made to fit a number five envelope without folding. On this small sheet of paper you can place a most effective advertisement, a real sales story laid out with proper high lights, decorations or illustrations and bearing the booksellers' name and address, a most necessary thing in advertising. There are a set of samples of these dodgers in my office, and I will be glad to show them to anybody who is not certain just what they are. If these are printed in quantities, they can be sold at \$3.50 per thousand imprinted with the dealer's name and address. They can be enclosed in envelopes, pamphlets, catalogs, and anything else that is going out of the store to a customer, or they can be sent out to an entirely new mailing list with a small catalog like *Books of the Month* or *The Latest Books* and sell that catalog and the idea of coming to the bookstore. What we ought to do is to get at least six and perhaps twelve of these dodgers sent out to the booksellers each month. Each one will be timely, in other words linked up with the season of the year, or written to sell the bookshop or certain classifications of books. This is a service that will be helpful to every bookseller and is definitely needed by a great many who are unable, because of the high cost of advertising, the making of the designs, the cost of the salary of a proper person to lay the ads and the cost of printing in small quantities, to print any advertising for himself.

These dodgers can be varied with little

four-page folders. Leonard Wells called my attention some time ago to a very good article in the *Minneapolis Sunday Tribune*. It should have been reprinted at once and broadcast to our members. It was one of the best of the many articles which have appeared, comparing the club system of book distribution to the bookstore system. We had no means whereby such distribution might be made. The income of the Association is limited and doesn't allow for the expenditure of the necessary sums to do this work. With a system such as this I have just explained, the work is done automatically and the bookseller receives a product that is worth a great many times more than the small sum he has to pay for it and we have some really good material with which to work.

Another and parallel service is the electro service which we have referred to in our last two bulletins. The effective advertisement must stand out of the page to catch the eye of the casual reader. The smaller an advertisement the more careful one must be in preparing it. Each advertisement is in direct competition with every other letter of type on the same page. Now, an original design drawn by a good artist costs money, but if those designs are made up and electros supplied to a hundred or more different users the cost to each is quite low and becomes less as the subscription list becomes greater. We can therefore make up little $\frac{5}{8}$ " electros, and one of each will be sent out monthly to our members at a very slight cost. The maximum would be about \$1.00. These electros can be used in newspaper or magazine advertising, in letters which the dealer prints himself or in catalogs or booklets which he may also prepare himself. This, too, fills a real need, and I think will be a most successful venture for the Association.

Please remember that the Association is not going to reap great profits from any of these plans. When I say successful I mean that if the Executive Office is able to do a number of things for the majority of the Association's members our work will be worthwhile.

Another form of advertising which has always been considered effective and which is being overlooked at the present time, is

the book review. For the past ten months we have been conducting a reviewing syndicate for a bare handful of members. We send each of these members a weekly column of about one thousand words. They are all in small cities and towns where the newspapers can not pay for the work necessary to conduct a book page or book column. Our members have been successful in getting these newspapers to establish regular weekly book news sections and have, as a consequence, reached their fellow townsmen in a new way. There are thousands of newspapers in this country that can be utilized in a like manner. There are probably many booksellers who could take this reviewing service and get their papers to use it as a steady thing. As the number of subscribers to this service increases we shall have more margin to buy better reviews, and as we buy better reviews the column will be of greater worth to the bookseller, to the newspaper and to the public in every town in which this column appears. Once again we must have cooperation in starting. The burden for the past year has been on too few shoulders.

Information Clearing House

Many trade associations have been successful in securing enough information from their members to enable them successfully to provide a cost system that has proved of great benefit to all concerned. This is the sort of information that should be collected, weighed, averaged and distributed to all of the bookseller members of this Association. With our increased income and with the burden of practically subsidising the Clearing House relieved to a great extent, the time is coming when the Executive Office will be free to take care of such work at the request of the Association's members.

We are endeavoring in a small way which we hope to expand to act as a Clearing House for all sorts of information. There is, for instance, the matter of stolen books. We have told all booksellers in New York that, when a book that can be distinguished is stolen, they may report it to the Executive Office, and we have also informed them that when a book that

seems as tho it might have been stolen is offered to them they can call the office and see if we have any record of it. In this way we hope to cut down some of the terrific loss being sustained thru shoplifting.

We endeavor to bring all of these matters to your attention thru the *Bulletin*, and I do hope that you will read that periodical when it is sent you.

Price Cutting

There is, of course, the matter of price cutting which is always with us. There are still too many retail outlets which for one reason or another are making it difficult for the rest of us by cutting prices. Under the present law there is nothing that can be done altho we have succeeded in stopping a great deal of this pernicious practice thru the force of moral suasion. The Capper-Kelly Bill which was presented to Congress last year and which would have changed the existing law somewhat was found to be inadequate and the House Committee on Interstate and Foreign Commerce did not submit it to either of the last two sessions. There is at present a new bill which has been framed to replace H.R. 11 and which, if passed, will make legal the so-called vertical contract so that the publisher can contract with the retailer to sell books at net and can also contract with the jobber so that he will have to make a contract with his customer to sell books at net. This second step is not at present considered legal. The Executive Office is keeping in close touch with this situation and will do everything possible to aid in any measure that will protect our members, but we are not just "marking time" as we are using every legal means to stop the present tendency toward the cutting of prices.

Another reform which we have attempted with some success is that of bringing into line those who break publishing dates by putting books on sale before the date of publication. This is a very unsound practice inasmuch as it leads to a form of competition which will soon end in disaster for all concerned. If the few booksellers who are breaking publication dates continue to do so they will find that other booksellers in their communities will

try to beat them at their own game. The inevitable result will be the paying of unusual premiums of high transportation costs in order to speed up the delivery of books from the publishing centers. This will, of course, eat into profits, and no retail book outlet is in any position to throw away two, three, or five percent or in some cases even more.

There have been committees innumerable, and it has been my pleasant task to work with them. Among other things the consolidated warehouse committee was started at the instigation of our President, Mr. Kidd, and Mr. Gehrs of Harcourt, Brace, under the chairmanship of Mr. Magel. Inasmuch as this is mainly a publishers' plan, a new committee under the chairmanship of Mr. Gehrs grew out of the first. The plan to have a group of publishers' stock rooms in order to facilitate shipping and lower the cost of operating has been in the minds of several people for a long time. The Clearing House furnishes a nucleus around which such a warehouse can be built. Altho the establishment of this warehouse is still something to be considered for the future, a sort of miniature grew out of the work already done.

Starting on May 15th the John Day Co., Wm. Morrow and Macy-Masius are establishing stock departments in the Clearing House of the A. B. A. The stock will be handled by Clearing House employees under the direction of the Clearing House management, and the three publishers will pay for the work done. This starts the consolidated warehouse. It enables us to show that grouping of this type is worthwhile. Of course, the majority of publishers under the original plan will maintain their own staffs and enclosed premises, but there is no reason why a combined shipping room cannot be run for the publishers with smaller lists and smaller stock rooms.

One of the most striking examples of cooperation with this office is that of the publishing department of Brentano's.

Just before Christmas that concern was asked if they were given an order for many thousand copies of "Benjamin Franklin" if they would bring out a special edition at \$3. The trade edition had already

been sold to a number of people at \$5. They immediately asked what we thought of it. A number of people were consulted. It looked like a bad precedent to set, as it would be most unfair to the customers who had already bought the book at a higher price and to the booksellers who had sold it at that price. Without waiting to find out if they were going to get the order or not, Brentano's wrote a letter refusing it. This was by far the most striking example of adherence to the unwritten code and I think that it ought to be known about by everyone.

The A. B. A. *Bulletin* went to our members six times last year and we hope to make it a monthly periodical. Many things can be done with an organ of this sort. We have tried to introduce a page of advice on advertising and window displays. In time this can be developed so it will be of more service to everyone. What is needed among other things is more active cooperation from booksellers. If any member has developed a new system of merchandising or advertising or buying, if he is issuing an unusual catalog or writing an attractive series of advertisements, that material should be sent to the Executive Office so that the many plans and ideas can be broadcast to the rest of the membership. With every bookseller contributing to this it will not be long before the *Bulletin* will be of real aid.

Among the many ways in which the Executive Office can be of real service to our members is the plan of buying cooperatively, those things which every bookstore can use. For instance, a number of bookstores are now using the display rack "We Recommend," and find it extremely helpful in centering the attention of the casual passerby on certain books.

This can be developed in many ways but there is no use going ahead with ideas of this sort until we have some assurance that the trade is interested. As a consequence we began and stopped our cooperative buying with the book rack. Samples of this rack, by the way, can be seen in my office in Tavern Room A.

Sooner or later a real information bureau will be established in New York. A place to which all booksellers will be able

to turn when they want help in any phase of bookselling. At present we are doing this in a small way and receive requests for many different types of information. Letters come to us from booksellers in this country and from Europe, south eastern and South American countries, as well.

Bigger Membership Sought

What we want is a bigger membership, a greater number guaranteeing us a larger income that will leave some margin. We want to be able to do more, and the only way that we can be in position to do more is by having some money to employ the help and to buy the raw materials. Which of you thought it of sufficient importance to appoint yourself a membership committee of one in order to get every bookseller in your city on our roster? Can't you visualize the great good that will come thru active cooperation in any program on the part of every bookseller in the country? There are dozens, even hundreds of things that can be done for you at no cost except a little time and that time will be well spent indeed because your investment will bring a return far beyond your expectations.

In the first place membership in a national association gives a certain amount of prestige to the members providing the Association is known to the public, and the public also knows that the individual is a member of the Association. You can kill two birds with one stone, if you will. Display on your window the Association insignia and have it printed on all of your stationery. Then you are at once giving the necessary publicity to the Association and informing the public of your connections with it. There are, by the way, very few letters received in our office today written on stationery that doesn't bear the seal of the American Booksellers' Association.

PRESIDENT KIDD: If there is no objection this report will be accepted and placed on file.

Now comes one of the most important reports on our program, that of the Board of Trade which will be presented by its most efficient Chairman, Cedric R. Crowell.

Report of the Board of Trade

Cedric R. Crowell

Doubleday, Page & Co.

THE Board of Trade respectfully submits to the officers and members of the American Booksellers' Association the following report of its activities during the year just concluded, together with its opinion on certain subjects which we believe will be of interest to the Association.

As a prefatory statement it may be well to inform you how this report and the three annual reports in 1926, 1925, and 1924 have been prepared. The Chairman of the Board of Trade prepares a rough draft based on the work of the year then concluding. This draft is submitted to all members of the Board of Trade for discussion at a meeting of the Board and such changes and additions are made as represented the consensus of opinion of the Board. The result is, therefore, a report of the Board rather than the report of any individual.

I.

All of you are unquestionably interested in the attitude of the Board of Trade on the Book-of-the-Month Club, The Literary Guild, and the First Edition Society, three mail-order bookselling schemes which have been launched within the last fifteen months.

To the Board of Trade, the Book-of-the-Month Club seems to be the least objectionable to the booktrade and fairest to the public. Its operation has, in our opinion, stimulated the sale of particular titles in the regular retail book outlets; but, it is impossible to conclude that it has stimulated the sale of books generally. Indeed, the Board feels that, in stimulating the sale of a particular title, it has probably hampered the sales of many other individual titles on the booksellers' shelves. The Book-of-the-Month Club has met the bookseller on his own ground and has offered a competition of service which the efficient bookseller can not only equal, but

improve. The great weakness of the scheme has been pointed out publicly by the notable advertising campaign of Brentano's and their "Choose Your Own Book Clubs." (Mr. Arthur Brentano, Jr., dissenting), the Board should like heartily to endorse the action of Brentano's in declining the request of the Book-of-the-Month Club to submit to their jury at a reduced price, after trade publication and retail sale, Russell's "Benjamin Franklin." If shortly after publication and sale, reduction in retail price should become general the retail bookstore and the public would naturally refuse to buy until such reduction had been announced. The inevitable result would be greatly diminished sales both at wholesale and retail. The Board of Trade feels that publishers should and will be in a position to duplicate their cooperation with the Book-of-the-Month Club when a bookseller or the American Booksellers' Association devises any scheme which will be equally productive of book sales and equally fair in its competition.

The officers of The Literary Guild sometime last November laid before a Committee of the Board of Trade the details of their plan which, in brief, was to offer the public an annual subscription to twelve books a year, issued at monthly intervals. The tentative price for the subscription was to be eighteen dollars for the twelve books which were to be released simultaneously with trade publication. The Literary Guild quite naturally wanted the cooperation of booksellers and proposed to offer a commission for any subscriptions taken by booksellers and renewals of such subscriptions. The Literary Guild asked a Committee of The Board of Trade for any constructive criticism of their plan and for the Board's endorsement of the scheme. After a good deal of study and consultation with representative booksellers, the Committee decided that it could not

endorse the plan for acceptance by our members. The Literary Guild was so advised in a letter, a copy of which appeared in the *Publishers' Weekly* as follows:

December 30, 1927

The Literary Guild of America,
55 Fifth Ave., N. Y. City, N. Y.

Gentlemen:

The undersigned, constituting the Committee of the Board of Trade of the American Booksellers' Association, have considered with care your request that they recommend to the booksellers the acceptance of your proposal, which is that the booksellers make use of their contacts with their customers to obtain members for the Literary Guild, with the understanding that the booksellers will for this service receive a payment of \$4.50 for each subscription member out of the \$18.00 which the member is to pay for the benefits of his membership. It is our opinion that we cannot recommend such a proposition to the booksellers for the reason that a bookseller in so doing would be using his business facilities to the detriment of the general book buying public.

The country undoubtedly needs a greater number of completely equipped and well-stocked bookstores. The operation of such a store requires the carrying of large and, to a very considerable extent, slow-moving stocks, since it is obviously necessary to deal not only in so-called best sellers but also in a great mass of other books which are frequently of a high order of merit in their respective fields but the popular demand for which is more restricted. The booksellers would have no interest in the sale of books by the Literary Guild beyond the receipt of the fee for obtaining subscribers. The result of your plan would be that the booksellers would be using their good will and their merchandising organization in the aid of a commercial scheme that would not be serving the general public in a general way or, as we believe, so efficiently as do the booksellers themselves. It is our belief that your plan will injure the booksellers and injure the necessary machinery of proper book distribution. Their business is almost wholly dependent upon the good will of their general customers. In other words, and in short, the competition arising from the demands of their general trade prevents us from recommending to the booksellers a plan whereby a very few titles would be sold to relatively few people in a manner which would involve a commercial profit to your corporation, which is, of course, a trading organization intended to be operated for profit, but at a loss to the booksellers themselves.

C. R. CROWELL, ARTHUR BRENTANO, JR.,

FRANK L. MAGEL, E. W. MEYERS

Committee of the Board of Trade of the
American Booksellers' Association.

The Board of Trade later approved the action of its committee. Because the personal motives of some of the members of the Board of Trade were publicly questioned by the Literary Guild, the Board hopes that the Convention may see fit to endorse the action of the Board of Trade and its Committee in the matter.

The First Edition Society has only recently begun its promotion work. Like the Book-of-the-Month Club, it offers a service which can be met and improved by booksellers.

II.

On the question of price cutting, notably in some department stores, the Board of Trade has followed up its past efforts and kept informed as to the status of federal price maintenance legislation.

III.

The American Booksellers' Association Clearing House has been in operation for several months as a result of the Executive Committee's action. The Board has retained, under the Chairmanship of Mr. Eisele, its Clearing House Committee, which has worked in cooperation with Mr. Meyers in developing the Association's most constructive project.

The Clearing House needs the support of the Association members. It cannot indefinitely operate on its present budget. Additional revenue must be forthcoming from additional subscribers to the service. We are urging you to engage its facilities which will at once prove profitable to you in saving time and money. At the same time you will be furthering this Association project. The Board exhorts all members to do their share to improve the splendid beginning of a plan which holds tremendous promise for the American Booksellers' Association.

IV.

The Code of Ethics Committee under the Chairmanship of Mr. Jacobs has drafted a proposed Code of Ethics which has been submitted to the Board of Trade and, as finally presented, received the endorsement of the Board of Trade. This is the third year that a proposed Code has been presented to you. We feel confident

that, as now drawn, the Code should be adopted and changed, if at all, from time to time as experience dictates. Copies of the proposed code may be obtained on request at the registration desk.

V.

At the last Convention the Board called to your attention the increasing interest in systematic training of present and prospective booksellers in the technique of bookselling. There has been continued effort during the present year, with a bookselling course in operation in Pittsburgh and an extension course planned by Columbia University for this Summer.

In addition to these encouraging signs the Federal Board for Vocational Education has expressed a willingness to cooperate with the American Booksellers' Association in the development of a course in Retail Bookselling. Mr. Barnhart, the representative of the Federal Board, has been in consultation with booksellers and publishers and will address the Convention. The Board endorses most heartily the idea for such a course and urges its wide use by booksellers.

VI.

The Board of Trade for the last several years has stated its opposition to federal, state, and municipal censorship of books. The ridiculous situation recently precipitated in Boston is the inevitable result of such censorship. The Board of Trade is opposed to the publication and distribution of salacious books. The publication and sale of books primarily on the basis of their salacious appeal invites censorship with its obvious evils. Intelligence, good taste, a sense of humor, and common sense are the board of censorship to whose dictates publishers, booksellers and the reading public should conform.

VII.

The Board of Trade heartily endorses the work of Ellis W. Meyers, the Executive Secretary of the American Booksellers' Association, whose work is increasingly effective. His efforts are unduly hampered by lack of membership cooperation. Our members should utilize the facilities that are at their disposal in the

office of the Executive Secretary. Here can be had for the asking assistance on problems touching selling, advertising, publicity, shipping, accounting, etc. The officers of the Association, including Mr. Meyers, are constantly devising new schemes to make the office of the Executive Secretary increasingly valuable to members; but their plans will be fruitless unless the Association members study Association bulletins and avail themselves of the services and suggestions offered from time to time.

The opportunity to increase the value of this office rests squarely on the shoulders of the Association members. Shall we apply ourselves to the task of better bookselling, cooperate with the rest of the trade thru the office of our Executive Secretary, and demonstrate that the bookseller is not only at home in the work of books, but in the world of commerce as well? Shall we continue to advance as a cooperative trade association or shall we mark time and let the facilities at hand slip into disuse?

VIII.

Mr. Meyers recently presented to the Board of Trade his scheme, just outlined to you, for guaranteed orders from booksellers making possible large individual orders to publishers and a revenue to the American Booksellers' Association sufficient to conduct a sizeable general bookstore promotion campaign. The Board of Trade, after very careful consideration, adopted the following resolution:

RESOLVED: That the Board of Trade endorse the plan in principle and authorize Mr. Meyers to complete his investigation to ascertain whether the plan can be worked out satisfactorily.

IX.

The Board of Trade recommends to the Convention the adoption of the following resolution:

WHEREAS, existing parcel post rates to which books are subject are greatly in excess of the flat rate of 1½ cents per pound applicable to similar reading matter contained in magazines and other second class matter, and

WHEREAS, such parcel post rates are substantially in excess of express rates for books when sent to any point beyond the fourth zone, and

WHEREAS, such exorbitant postal rates which must be borne by the purchasers of books result in greatly discouraging and to a large extent, absolutely prohibiting the purchase of books by the public, Therefore be it

RESOLVED, that the American Booksellers' Association urges upon the Seventieth Congress the enactment of legislation to effect a separate classification of mail matter for books and lower postal rates therefore, such as contemplated by Senate Bill 5641 of the Sixty-ninth Congress, Second Session, Section 1, which provided that

"(a) Mail matter of the fifth class shall include books consisting wholly of reading matter and containing no advertising matter other than incidental announcements of books;

"(b) The rate of postage on books included in subdivision (a) shall be $2\frac{1}{2}$ cents per pound or fraction thereof, with a minimum charge of 3 cents for each parcel and subject to the same maximum weights per parcel now prescribed by law for mail matter of the fourth class."

Be it

FURTHER RESOLVED, that our President be authorized and directed to communicate the above portion of this resolution to each member of the Committee on the Post Office and Post Roads of the House of Representatives and of the Committee on Post Offices and Post Roads of the Senate immediately upon the convening of the Seventieth Congress, and Be it

FURTHER RESOLVED, that each member of the American Booksellers' Association is earnestly requested to personally interview, if possible, or otherwise to communicate with the Representative in Congress from his District and the United States Senators from his state for the purpose of urging the enactment of such legislation.

X.

At the request of President Kidd, the Board of Trade appointed a committee under the chairmanship of Mr. Magel to study the feasibility of a consolidated ware-

house in New York for the convenience of publishers and booksellers. The Committee of the Board of Trade met with a committee of publishers but to date no general acceptance of the idea has been accomplished. A step in this direction has been taken by the agreement of three publishers to consolidate their stockrooms under the management of the American Booksellers' Association Clearing House. The board emphatically recommends a prompt and exhaustive study of the idea which appears to have great benefits for booksellers and publishers alike.

XI.

Unfortunately it still seems necessary to repeat the opinion of the Board of Trade and the American Booksellers' Association on the question of excessive discounts to libraries by publishers, jobbers and retailers.

"WHEREAS it is the common knowledge of booksellers that library business cannot be profitably handled at the rates now being currently quoted, and

WHEREAS, cut-throat competition for quantity orders has brought about great confusion in the trade, and recriminations between publishers, jobbers, and booksellers, therefore be it,

RESOLVED, that booksellers be urged to resurvey their costs of handling library business and to put quotations on the basis of service competition with a profit for the work performed, and that publishers and jobbers be strongly urged to take a sounder view of the whole problem in order that the channels of distribution may function more rationally thru the retail bookseller."

XII.

The Board of Trade has learned with interest that the National Association of Book Publishers has doubled its promotion budget for 1927. This action should dictate to the members of the American Booksellers' Association an even more active co-operation with the Year Round Bookselling Committee. We suggest that the members of the Association familiarize themselves with the name of firms who are members of the National Association of Book Publishers and cooperate in particular with such publishers.

XIII.

The Board of Trade again calls to the attention of publishers its point of view on the matter of trade discounts.

"WHEREAS business costs for conducting a retail business are constantly mounting, and particularly rentals for good retail locations, the retention of which as book outlets and the development of additional outlets for prospective book sales are dependent upon the margin of gross profit on the books sold; and

WHEREAS our merchants should and do aspire to carry in stock many meritorious works of slow turnover; and

WHEREAS present discounts do not in many cases allow for a safe transaction of business and for a reasonable return on effort expended and capital invested; Therefore, be it,

RESOLVED, that we urge upon publishers the careful examination of their schedules of discounts with a view to a wider margin that will place bookselling on a sounder basis. We believe that a standard discount of forty percent will accomplish this purpose."

XIV.

The Board of Trade again states its position on the question of book premiums; i.e., that books should not be offered as premiums with magazines and other merchandise and that book publishers counte-

nancing such practice are cheapening their produce in our opinion and curtailing its sale in the natural retail outlet—the bookstore.

XV.

The Board of Trade has watched with discouragement the apparently slow progress being made in the adoption of uniform catalog practice by publishers. We are convinced that sales are lost totaling annually tens of thousands of dollars because selling information in publishers' catalogs is not more readily available. We respectfully urge the National Association of Book Publishers to give this matter its prompt attention and try to effect among its members compliance with some system of uniform catalog practice.

PRESIDENT KIDD: If there is no objection this excellent report will be referred to the Resolutions Committee.

Again we have had a demonstration of Frank Doubleday's ability to surround himself with real talent. Mr. Crowell is to be complimented on his work as Chairman of the Board of Trade. In addition to that, I want to thank him most heartily in a personal way for the real help he has given me this past year.

We will now hear from Marion Humble, the Executive Secretary of the National Association of Book Publishers. Miss Humble.

Promotion and Legislative Work of the Publishers' Association

Marion Humble

of the National Association of Book Publishers

THE National Association of Book Publishers now numbers 71 book publishers, including practically all the general trade book publishers and a number of educational, scientific, medical, business and art book publishers. The Association promotion work has grown sub-

stantially each year since its inception in 1920, and this year is receiving more adequate financial support from the publishers than ever before, and more hearty cooperation from the booksellers. Our funds for promotion work have been practically doubled to take care of increased demands.

The Employing Bookbinders of America, representing an important branch of our industry, have been watching our promotion work and last year came to us and offered to subscribe to the work, in their belief that it was increasing the book business, and in their desire to contribute to the extension of the work. Because of their generous subscription of a fund for a three year period, we have been able to establish a lecture bureau this year to work in cooperation with libraries and bookstores to arouse community consciousness of the importance of books thru stimulating talks to schools, to clubs, to business men's groups, and in churches. We have had in mind the organization of such talks for a number of years but have never before had funds to make it possible.

Charles Francis

Potter, a well-known lecturer, was secured for this work, and will tell you about it in the session tomorrow.

Demands for our promotion material—posters, circulars, cards for distribution at meetings, exhibits, fairs, etc.—have increased more rapidly than our funds have, up to this year. Our contacts with national and state educational and civic organizations by correspondence and thru their bulletins, in the interests of sending more buyers into the bookstores and more readers into the libraries, have continuously brought up requests for quantities of posters, pamphlets on reading, etc., that could not be supplied in full. These contacts have been built up carefully, most of them originally growing out of Children's Book Week.

One letter to 6000 teachers last year

urging them to continue Book Week promotion thruout the year brought a 32% return, of cards and letters asking for more posters and suggestions. A recent letter to ministers suggesting that they use books in sermons, church bulletins, etc., brought a 21% return. Many state coun-

cils of religious education are distributing our pamphlet "Books and the Churches," which brings many letters from individual ministers asking for ideas for stimulating reading. In replying to such letters, we always suggest that the local bookstore be consulted for lists and service.

General book publicity in magazines, newspapers, and over the air, has increased, partly as a result of our continued efforts. Articles on books for Christmas gifts were definitely suggested by us. 1236 news-

papers carried Book Week publicity in 1926, an increase of 109 papers over the previous year—a total circulation of 20½ million. The American Railway Express Company thru their 27,000 offices have distributed ½ million copies of a circular, "Books by Express," suggested by us. They are also preparing for your use a chart giving comparative express and postal rates on books.

The *Year-Round Bookselling News*, issued twice a month, is our means of telling you about these letters and pamphlets and their distribution, and how they are building interest in the bookstore. Many booksellers have written us of their plans to follow-up this general publicity sent out by our office. It is only in the follow-up from your store that you can make it bring you direct returns. We wish that more



Marion Humble

of you would let us know how you are taking advantage of the names we send you for promotion, and the material we send you for special distribution.

In our special work to stimulate new outlets for books, we have made an effort to induce existing stores to help fill the need for more bookstores, thru enlargement of book departments or thru establishment of branch stores. Many bookstores are ready to take advantage of the increasing demand for books by starting branch stores either in another location in a different kind of neighborhood, or in a suburb, or nearby town. Establishment of a branch gives opportunity for more advantageous moving of stock, and provides better opportunity for assistants who are experienced and ready to handle management problems. A study of towns needing bookstores has also been made, and we try to connect these towns with prospective booksellers who have experience and adequate capital.

Progress has been made in our legislative work this year in the introduction in the Senate at the last session of Congress of a bill prepared by our attorneys providing lower postal rates on books. Senator Copeland introduced the bill, as an amendment to the general bill, but it was not accepted because of the general sentiment against reduction of revenue in the Postoffice Department. We must convince Congress that this country needs books for educational progress, and that lower postal rates on books are essential to building better citizenship. We are urging national educational organizations to adopt resolutions to that effect and to get their individual members to take up the

subject with Congressmen. Booksellers and readers will be the most benefitted by a lower rate, and will have to bring their need forcibly before Congressmen this summer and next fall and winter. We urge your earnest cooperation with the resolution on postal legislation.

One of our chief recommendations to the A. B. A. a year ago was the development of bookselling education. Since that time we have secured the interest of the Federal Board for Vocational Education in working out a course which shall be available to all bookstores. Several preliminary group conferences have been held in our office to talk over with Mr. Barnhart, chief of commercial education of the Board, the details of developing such a course. Mr. Barnhart is to tell us tomorrow about the facilities for bookselling training which the government can make available for our trade. At our suggestion a three weeks' course in bookselling is to be given at Columbia University Summer School in July, directed by Miss Sarah Ball and Mr. Melcher. Forty students have already enrolled. When the Federal Board course is developed the Publishers' Association hopes to be in readiness to help put it into operation in individual states or cities. Development of training courses seems now to be one of the most important pieces of work ahead for both Associations.

PRESIDENT KIDD: We are very grateful, indeed, to Miss Humble for her courtesy in bringing this information to us from the Publishers' Association.

We will now hear from August Gehrs, the man who is in the middle of a fight for the six best sellers.

Consolidated Warehouse Plan

August Gehrs

Harcourt, Brace & Co.

I DIDN'T think I was going to get any advertising out of this, but apparently I am.

One day last fall your honorable President happened to come to my office just about the time we had a very severe snow storm and I casually remarked that if we

could put a number of publishers' stockrooms under one roof we could probably eliminate the cost and also the delay in making shipments, out of town particularly. When I made that suggestion I didn't think I was going to get this job. Unfortunately I can't report much prog-

ress except that we have separated, to a very great extent, the chaff from the kernel, because we know what we want.

We are talking to real estate men now as to how to operate and handle the real estate question. We have also finally overcome a certain amount of disbelief in publishing offices that a cooperative stock room couldn't be run. Almost all editorial offices of the publishers are a little jealous more or less of the other fellow's work, but I assured them the competition in the publishing business stopped at the editor's door in so far as all of our sales and talk about buyers, etc., was concerned, so we have complete confidence in each other's work. The other departments have no interest in editorial work at all. So as a consequence when we got to a point at which we thought we could make a proposition to the publishers, thru the able assistance of Marion Humble we sent a questionnaire to all publishers—"Are you interested in a stockroom at a considerably reduced cost per square foot?" etc. We have found that a great many publishers are operating their stock and shipping departments under the same roof as their editorial offices.

I agree with you fully that Harcourt Brace & Co. wouldn't be likely to move their offices into the same building as other publishers, but I am sure our shipping clerk has no interest at all in whether any other publisher's shipping clerks are in the same building with him. So on that belief we went on forward, checked back all of our reports and found that we did get enough encouragement to go on with this work.

Then the next difficulty that we seemed to have to overcome was the fact that one publisher needed space the fall of this year, another one in the spring of next year, the next fellow had a two year lease, another a lease for three years, five years, seven years, ten years. So we have been almost in the real estate game. We haven't made very much progress except as I say to separate and be able finally to put definite questions to real estate men.

I appreciate very much the cooperative efforts of your Executive Secretary. It seemed almost a shame to tear him loose from his pet saloon on Tenth Avenue, but we tried to get him away and put him

under the roof with publishers, taking sufficient room to make it the nucleus of new business. But we couldn't get those publishers together and had to let him go.

But thru the efforts of the Executive Secretary and the enthusiasm shown by the President and members, possibly by this time next year we shall have a better report to make to you. The plan particularly is this: if we put twenty or thirty publishers' shipping and stockrooms operating independently of one another in the same building, if we can hook that up with transportation companies and the clearing house, it means we are saving at least from three to twenty hours in making deliveries from the publisher's office to the Clearing House and in shipping the books. So what we are trying to do is to save time and work out a proposition whereby the publishers save money. I thank you.

PRESIDENT KIDD: I am sure that both the association and myself are deeply grateful for the time Mr. Gehrs has taken from his business to work these plans out, and I sincerely hope that they will prove effective at no very late date.

Now the next man I am going to call on is a very important man. I don't see him, Frank Magel. Frank has a report to make and it is a mighty important one.

MR. MAGEL reported the plans of the Entertainment Committee.

PRESIDENT KIDD: Without reflecting at all on what other Entertainment Committees have accomplished, and there have been mighty good ones, I don't believe any will ever come up to what is coming this time under the guidance of Frank Magel.

We will now have a report from Ernest Eisele, Chairman of the Business Program Committee.

ERNEST EISELE reported for the Program Committee.

THEN ERNEST EISELE gave the following report for the Bookselling Education Committee:

Now I have just a small report to make for the Educational Committee. The activities of your committee have been concentrated on our relations with the Federal Board of Vocational Education created by Congress to aid the different trade

groups in their efforts in vocational training.

A meeting was held on May 7, 1927, at the offices of the National Association of Book Publishers, equally very much interested in this attempt, Mr. Barnhart of the Federal Board besides eight members of your own Association. Many plans were outlined and discussed. He has been working on and has decided to try and find some uniform way of education fitting the needs of the employee and manager in the retail book business.

In order to help along the preliminary work it will be necessary to have a certain number of people, interested in our trade, employers and employees alike for a certain time in Washington for a thoro study with the full Board of Vocational Education. For this purpose it will be desirable to have an appropriation made by the Association to supplement any appropriations which may come from other sources.

Other activities in education either sponsored by or inspired by the past work

of the Association are courses in bookselling given in Pittsburgh during this winter and a course given in Columbia University during the summer.

PRESIDENT KIDD: Is Mr. I. Ottenheimer in the room? We had hoped to have a report from Mr. Ottenheimer. He is the only man that has ever been successful in getting enough return certificates to reduce the fare one half. It is a very important committee that he is handling.

I should like to apologize to the Treasurer for not having action on his report, for letting it get by. If there are no objections to that report, it will be accepted and referred to the Auditing Committee. It is so ordered.

There are a few changes here in the committees. The Auditing Committee will be composed of Mr. E. Sanford, Chairman, Charles McClane of Ohio, Ralph Wilson of New York, and the Treasurer's report will be turned over to them for auditing.

If there is no further business we will adjourn for the afternoon.

TUESDAY MORNING, MAY 10TH

PRESIDENT KIDD: Good morning, ladies and gentlemen. I am very glad to see so many of you here this morning after the very interesting entertainment we had last night. I know I had a perfectly corking time. The music was good, the dancing was fine and the dinner was excellent.

This morning it is my pleasure first to read a radiogram from Harold Kinsey. Harold apparently got enough of the entertainment from his experience three or four years ago and he thought that the better part of valor was discretion and hied himself to London. He sent the following:

"Best wishes for successful and constructive convention. Kinsey."

It is rather pleasant to hear from Mr. Kinsey. We have another telegram here that I will ask the secretary to read.

[The Secretary read the following telegram:]

"Please extend my congratulations and

best wishes to the American Booksellers' Association. Expected to have had the pleasure of attending the convention this year, but resigned my position as Manager of the Glass Book Store in Duluth and for that reason am not now strictly within the fold. Cordially. Ida Josephine Watson."

PRESIDENT KIDD: I guess that is all. We will have a report this morning from Mr. Ottenheimer. I think he has been successful in securing the number of return certificates necessary to get the rebate on return fares. I guess we will have to postpone that.

The first paper we have this morning is "Making the Radio Sell Books for You," by Richard G. Montgomery of the J. K. Gill Company of Portland, Oregon. Unfortunately Mr. Montgomery could not come, but the Manager and Buyer of the Book Department is here, Margaret Ewing, and we will hear from Miss Ewing.

Making the Radio Sell Books for You

R. G. Montgomery
J. K. Gill Co., Portland, Ore.

THE bookseller's advertising problem is a very intricate and difficult one. The fact that it is so intricate and so difficult makes it not only exceedingly interesting but also very appealing to those who have something to gain by trying to solve it.

In most lines of merchandising, the type of advertising one does is determined very largely by the type of commodity one sells and the manner in which that commodity is bought. I think I am safe in saying, especially before this group, that books are not bought as other merchandise is bought. A department store's announcement of a sale, set for a certain day and featuring regularly priced \$5 hand bags for \$3.98, should bring a rush of business and should keep the cash registers clicking merrily all day. Suppose this same store, if it had a book department and if the ethics of the book business permitted such a thing, were to advertise the latest book by Edna Ferber, regularly priced at \$2 for \$1.59. There may be those present who feel that such an advertisement would bring a heavy rush of business, but I am very sincere in my conviction that the results of such an advertisement would not only be very disappointing but would probably actually fail to pay for the space used. This sounds like pessimism, but it isn't. It is simply a statement of what most of us accept as sound fact in the book business.

Why is it, then, that we can expect the hand bag sale to achieve far greater results than the book sale? The answer is that books are purchased in an entirely different manner. The appeal to the purchaser in the case of the hand bag is mainly thru the eye; the appeal to the purchaser of the book is mainly thru the mind. If my orig-

inal premise is correct, this brings us to the, perhaps, unwelcome conclusion that people use their minds far less than their eyes. Now we are ready for the big question of this paper:

"What type of advertising will force people to use their minds in such a way as to create a desire for books?"

One obvious answer to this question is "radio broadcasting," and my paper will confine itself to a discussion of this new and too little known medium. Incidentally, I do not want to convey the impression that this is the only solution of our problem, and particularly I do not want you to think that I am foolish enough to consider newspaper advertising valueless for books. Used in the manner suggested at the opening of this paper, it is obviously bad, but used as many booksellers are successfully using it, it is very good. But that's another story and it is radio broadcasting that you want me to talk about.

The development of radio is one of the most interesting and miraculous accomplishments of the century. Five years ago it was in its uncertain infancy. Four years ago, we were listening to crude musical programs, more astonished by what we were hearing than entertained by the quality of the music. Three years ago a few of the better known artists began to take the microphone seriously. Two years ago someone dared to suggest such an unheard of thing as "commercial broadcasting" even in the face of protests from everywhere that commercializing of radio would most assuredly kill it for all time. Today this is the only form of radio broadcasting that is destined to enjoy any permanent recognition. To me this is a rather remarkable history when you stop to consider that it covers only five years.

The same people who, two years ago,

The paper was read by Margaret Ewing of the Gill Co.

shuddered at the thought of having to listen to paid advertising programs over the air, are today raising serious objections when their favorite radio station puts on some "amateur talent" in a pinch. The reason for this is obvious. When broadcasting depended upon the stray talent that could be picked up here and there, the results obtained were about as good as could be expected from an organization based on a "something for nothing" basis. Now, all is changed because any force as widespread and far reaching as radio, is destined to develop into an influential advertising medium. This is inevitable. Advertising, in turn, costs money, but good advertising brings results; therefore, I consider radio broadcasting good advertising and particularly good advertising for books.

Broadcasting Value Proved

I have just made a very general statement and you will naturally expect me to boil it down to specific details. First of all, you will probably want to know what ground I have for making such a statement at all. My answer is "personal experience." The company with which I am connected has used twenty minutes of broadcasting one evening each week for nearly two years, and I have filled in this time by presenting weekly chats about the new books. We have found the results very gratifying from every possible standpoint.

Now the logical question to follow is: "Why do books lend themselves particularly well to radio broadcasting?" Books, as you know and as you have said both to yourselves and to the public many times, touch every phase of human activity, reach all manner of people and appeal to thinking minds all over the world. Can you not say this also of radio? I think you can. And by the simple geometric proposition that things equal to the same thing are equal to each other, I think that books and radio broadcasting can be made to work hand in hand toward accomplishing the thing closest to our hearts—the furthering of reading among all classes of people.

Always I am tempted to smile a smile of disagreement at my friends who insist that radio is killing the book business. They

usually tell me, in their stock arguments, that radio fans turn on the "aerial spigot," so to speak, and let it run all evening thus precluding all possibility of reading. They forget two important facts. One is that people seldom actually leave a radio set turned on all evening and the other is that if it were not for this very radio set, those same people would be out automobiling, attending picture shows, dancing or playing bridge. Then what chance would there be for reading? Much less, I venture to say, than when these good people are kept at home by the radio which cannot possibly hope to entertain them all evening. Books can claim the balance of this time.

I can't help but think that such opinions are based solely upon acquaintance with the so-called "radio bug." This insect is not very different from the "golf bug," the "bridge bug" or any other type. He goes after his latest hobby with all his heart and soul for a little while. Then this pet hobby is forced to behave and take its place along with the rest of the things that go to make up his life. Personally, I cannot help but feel that radio is one of the greatest allies that the book business has ever had. It keeps people at home; it makes them receptive to educational thoughts; and it creates in them a desire to know more about this peculiar world in which we live. Books are the logical answer to such a prayer.

Having tried to convince you that the radio is here to stay, that it is an ally rather than an enemy of the book business and, finally, that it lends itself particularly well to the advertising of books, my next job will be to try and tell you specifically how book review programs over the air can be worked out. The success or failure of such a feature, sponsored by some bookseller, depends upon the amount of personality he can inject into his efforts. Many of the book publishers are now issuing syndicated radio book talks. These talks are splendidly got up. They are evidently the work of persons who have realized the value of using a conversational, "chatty" style. I have been receiving these syndicated radio book talks from several publishers and have found them very helpful and full of good ideas. I do not feel free

to use them as they stand, however, over our local broadcasting station, nor would I advise any other bookseller to do this in his own city. The reason is not that I consider these talks of inferior quality, because I most emphatically do not, but rather that they constitute someone else's work rather than my own. Syndicated material of any kind is apt to lack conviction by the time it has made too many rounds, and if a listener in Boston should happen to pick up a book talk from one of his own local stations and then hear the same talk a week later from a station in Pittsburgh, you can readily see that he is not as much impressed as if he had heard two talks of an entirely different nature from each of the two stations. The listener is given the opportunity of "checking up," and he takes it. Therefore, while it certainly involves extra work, I believe that it is well worth while to prepare your own individual book chats and present them in your own individual way.

"Tying up" with the book review feature in the store is also an important question that deserves your consideration. In our book department we keep a table of the books which were reviewed during the current and two preceding weeks. In connection with this display there is a conspicuous card calling the attention of passers-by to the radio feature as well as to the books discussed. Many persons who have heard the book talk over the air are completely "sold" when they see the actual books before them. Beside the display of books, we keep a typewritten record of all the reviews in a loose leaf binder placed on this same table. There are not many times during the day that you can enter our store and not find someone thumbing the leaves of this book.

This leads me head first into a discussion of the cumulative effects of broadcasting. I am aware that almost all advertising is sold on the theory that it is cumulative in its effect and that if all other arguments fail, the solicitor will fall back on this argument, which is very seldom as true as it is in the case of radio broadcasting. The reason we know it is true is that people will often come in and ask for books that have been reviewed over the air as much as two or three months previously.

Unlike newspaper advertising, which realizes its results almost entirely within a day or two after its appearance, radio broadcasting will continue to pull business for weeks after its presentation. Therefore, if any of you are sufficiently interested to try book review broadcasting as a result of this paper, let me beg of you not to become discouraged after a few weeks' trial if the initial results seem unsatisfactory. You must remember that your audience is constantly shifting and it may take several months before you have got around to all the radio fans you will eventually want to have as your regular listeners. People will begin to talk about you and urge their friends to listen to you, and it is when you have begun to establish yourself in this way that you will enjoy real results.

The Broadcasters

Now just a word as to who should give these book chats for you. In the first place, I am convinced that it should be man as there are very few women's voices that please over the radio. (Please notice that I am very careful to add "over the radio.") The public libraries were perhaps the pioneers in the field of reviewing books over the air, and I believe their efforts, tho sincere, failed to arouse the interest that they should have. The subject matter was splendid, but these reviews were almost invariably given by women and, usually, each time by a different woman. There was no continuity of presentation and certainly no individuality of appeal. They lacked "personality." Granted, then, that you should have a man give your book talks, let it be consistently the same man.

Another important factor to bear in mind is that these talks, in order to be convincing, must sound as if they were being presented extemporaneously. Even tho the material is actually written out in full, the effect upon the audience must be that of a friendly, chatty conversation about books. I was very much interested to have this opinion corroborated by Joseph Henry Jackson, literary editor of the *Sunset* magazine of San Francisco, who has been presenting an interesting and successful book chat feature over radio station KGO for several years.

I think I have about covered this subject. I would like, however, to add just a few words about the innumerable "stunts" that can be arranged in connection with such a feature. For instance, we conducted, very successfully, two book review contests over the air. For the first contest we chose "Soundings" by A. Hamilton Gibbs, and for the second, "Sookey" by Douglas Newton. People were requested to send in reviews of these books. For the best three we gave a series of cash prizes and, at the conclusion of the contest, I read the winning reviews over the radio. For judges we secured the literary editors of two leading daily papers and a member of the staff of the public library. This relieved our firm of having to make the decision itself, and aided greatly in securing publicity for the event. You would be surprised at the interest created by these contests and by the number of persons who actually submitted manuscripts. Another feature which is regularly listened to, in connection with our book chat programs, is the "Literary Clearing House." It is a "question and answer" department. I urge people to send in questions which puzzle them pertaining to books or literary matters and, during the next regular program, I try to answer them. The interest in this feature is unusually great and we never lack interesting questions to discuss. It might interest you to know, in passing, that I am usually able to discuss three books, devote a few minutes to the "Literary Clearing House," and still have a little time for extra announcements, all in twenty minutes.

I sincerely hope I have succeeded in making myself clear concerning the several facets of this important matter. Nothing would please me more than if, as a partial result of it, there could be a bookseller in every city using the radio as a means of telling the public about the new books. And I am sure that if this were universally tried there would be results and big ones. Certainly if our success has been any criterion, there is every reason to believe that great things are possible from a more widespread use of the radio as a medium of book advertising. It's worth gambling a few of your precious advertising dollars. Try it!

PRESIDENT KIDD: I am sure that the potential opportunities for publicity and sales over the radio are almost as great as the development and advancement in radio itself will be, and we are greatly indebted to Miss Ewing and Mr. Montgomery for the very excellent paper they have delivered.

We now have with us one who is the standby of the American Booksellers' Association, Ike Ottenheimer.

IKE OTTENHEIMER: Mr. Kidd wanted me to make a report yesterday, but I got out of the way because I couldn't make a progress report. We hadn't got our quota and we haven't got it yet, owing to people forgetting. We have now about 200 certificates, and we need fifty more but we are in hopes of getting them. If there is anybody here that has a certificate and hasn't given it up, I would be glad to have it.

I also have two certificates, one from Raleigh, N. C. and one from Knoxville, Tenn., which have not been signed. Is there anybody here from either of those two points who hasn't signed his certificate? And I have two here that have been signed incorrectly—John E. Burry and Thomas L. McKonkey from Pittsburgh, are they here?

I want to take this opportunity to thank those who live nearby and to whom it doesn't mean a cent to buy certificates, but it helps those from distant points.

PRESIDENT KIDD: One of the very excellent things that our friend Ike has been in the habit of doing is going up to Bridgeport or Greenwich and other places up in Connecticut and buying tickets by the wholesale and selling them to friends in order to get the certificates. Is Mr. Magel here?

[Mr. Magel spoke about the carnival in the evening and the invitation from the *New York Times* to visit their plant.]

PRESIDENT KIDD: The next paper from Franklin Spier, I think you will find of great value. Unquestionably, in this book advertising he has outdistanced most of the men who are in that profession, in preparing copy that had a real sales kick to it. This morning Mr. Spier will tell his story, and I am sure that it will be very interesting. Mr. Spier.

Advertising

Franklin Spier

Franklin Spier Syndicate

I AM very glad I have the opportunity of following on Mr. Montgomery's able paper because it brings up a very important point in advertising. In the first place, it introduces the subject of advertising, and I don't have to make any introductory speech. It brings up one important point, which is a contrast. The contrast is between the appeal to the ear and the appeal to the eye. You know when you are asked to spell a word you have a much harder time spelling it by word of mouth than when you write it down on a piece of paper, isn't that so? If I can write that word down I know that it is spelled correctly. While the radio is an important adjunct to any advertising campaign, it cannot take the place of the printed word. The fact that you people are in the book selling business shows that you believe in the printed word. And there is another thing, a very important point which Miss Ewing brought out, and that was that in radio advertising it is fatal for two booksellers to say the same thing. In newspaper advertising that is the most desirable thing in the world. If all of you people can say the same thing at the same time and say it over and over again, giving the message which I think you ought to give, you will gain a tremendous effect. The ear does not like the repetition of sound but the eye does, that is, repetition of sight. For instance, it becomes almost intolerable to the human ear to listen to one long, continued note on any musical instrument. If you listen to a factory whistle and it continues for more than two or three seconds it hurts your ear, but if you gaze at a sunset all day long—(Laughter) That was by way of being an Irish bull.

It reminds me of the story they tell about Mr. Turner, the famous painter of sunsets. Mr. Turner was painting a sunset and maybe there was a cow in front of the picture, and a lady came up to him and gushed

over it and said, "Mr. Turner, what a wonderful sunset that is, but I never saw one like that." He said, "No madam, but don't you wish you could?"

I would like to say that the subject of my talk has been abbreviated in the program. It started out by being "Cooperative advertising," that is what Mr. Eisele asked me to talk about, and then they chopped it down to just "Advertising." Well, advertising is too big a subject. I would like to talk about cooperative advertising and only those phases of cooperative advertising which touch on bookselling problems.

It is a very interesting thing, I don't know whether you know it, that the history of cooperation in the bookselling business is very nearly as old as the bookselling business itself. You know bookselling started coincidentally with printing, and printing started in Europe at least between 1441 and 1450, and at first every printer sold the books of his press in the front of his shop. He sold his own books. In 1472 a certain German printer who was more of a business man than a printer, hit upon the happy idea of asking some of his friends around the corner for some of their books to sell and so they began, the booksellers of that time, to exchange books, one with the other. They didn't sell them to each other but they exchanged them in a very curious way. They exchanged them by the number of pages. If a book had 64 pages for instance, that would be worth two books of thirty-two pages. Any way, that is cooperation. It has a long, honorable record.

I don't feel that I have to persuade you people that cooperation is a good thing. Those of you who have read Kropotkin's "Mutual Aid" know that cooperation is one of the most fundamental of human or animal instincts. It is a form of enlightened selfishness. The fact that you people

The Outstanding New
BOOKS

Offered for your consideration
by the Editorial Committee of the
A.B.A.
(American Booksellers Association)
CHICAGO, ILL.

May 1927

1. TITLE _____ 4. TITLE _____
2. TITLE _____ 5. TITLE _____
3. TITLE _____ 6. TITLE _____

Ask to see them at your booksellers

No charge for this Service

WHY STAND WITH THIS SIGN
WHICH SHOWS YOU THESE BOOKS

New!

THE STORE LIVES BELOW
WHICH SHOWS YOU THESE BOOKS

store _____ store _____
store _____ store _____

Ask at any of these stores for a free booklet on the A.B.A. display

Rough layout for a combined A. B. A. advertisement, showing a suggestion for the presentation of the "Six Outstanding Books" of each month selected by an editorial board. Copy would follow along the lines that the six selected are suggestions only and that all the latest books may be seen at the shops sponsoring the advertisement.

are here, hundreds of miles from your homes, is to a certain extent an indication of your belief in cooperation. If you didn't believe in it you wouldn't be here. I am not calling you selfish but enlightened.

Now when you are back home in your shops, let us consider some of the problems with which you occupy yourselves. You are in a town, small or large, but with a certain proportion of people who read the English language and have money over and above the bare necessities of life. How to persuade them to pay you some of that money and read books instead of going to movies or cabarets is, of course, your constant aim. The comparatively small group that has the book habit and patronizes your store you don't worry about so much. You have got them. They are among the assets of your business, but it is the big group, the people who pass by your store

every day, the people who read magazines and newspapers. They read the *Saturday Evening Post* and read about the Snyder-Gray case in the papers and they read the sporting page and they read the street car ads and they read the titles on the movie screens, but you don't get much profit out of that type of reading.

Why is it that in America, the most literate country in the world, the most widely successful books sell to less than one in each 120 people, and a book which is ordinarily successful, which a publisher is very happy to have on his list, the book which sells perhaps 60,000 or 70,000 copies—he can make money on that—sells to only one in every 3,000 people in the country? Or, if you rule out the infants and the other people who can't be approached, one in every 1500 people? Why is that? You have often pondered on that problem, and while you are sitting in your office pondering on how to get that audience into your shop, your neighbor down the street in the bookselling business is doing the same thing. He is wondering about that too, and the little fellow down by the depot who sells mostly newspapers and likes to sell books, he is wondering about it, too.

Now why in heaven's name don't all three of you get together and do something about it? It isn't as if you were confronted with the task of teaching these people to read the English language or as if you had to do what they had to do in the Middle Ages, get over the concept that a book was an invention of the devil and something to be shunned! No, they have got the reading habit, but they haven't got the habit of reading books.

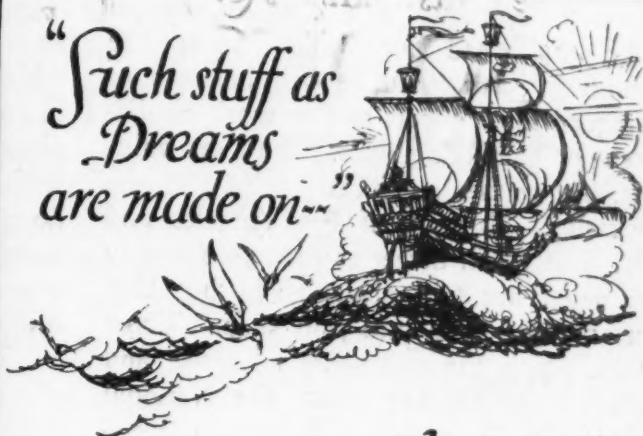
Now the thing for you to do is to tell them at every turn how much fun and pleasure and profit they will get out of books. Say it to them over and over and over again. Say it to them with a radio. Say it to them in the pages of the newspapers and the magazines which they read. Say it to them in the titles of the movie screens. Say it to them in street car ads, just as if you were a huckster in the days of old sitting in the market place and calling out your wares. Tell them what you have got, not only about all books but tell

them about particular books that you think will interest them.

Now I think probably some of you are getting impatient because you say this man is telling us something we know already. We know we ought to do these things, we know we ought to advertise, but how? How can we do any more than we are doing now? I don't want you to do more than you are doing now. I want you to do it together. If you all say the same thing, if you all realize that your interest is the same, you will get much further. You know the book-reading habit is a disease. It is a very pleasant disease, highly beneficial to the person that contracts it, and it is a progressive disease. Once you have got the bug you never get over it. The only cure for it is to read more books and generally they turn out to be better books, the kind that you as a bookseller like to sell. The main thing is to get the reader started.

Now that may seem hard, people don't like to think. They would rather sit back and let

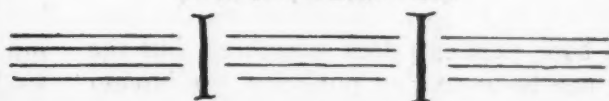
"Such stuff as
Dreams
are made on--"



You'll find
ADVENTURE-POWER
ROMANCE-INSPIRATION
ENTERTAINMENT
in **BOOKS!**

There's nothing like a good book to take you out of yourself ~ why not send your imagination on a pleasant journey tonight with one of these:

Ask to see them at:



Rough layout for ad of general promotional nature in which booksellers may also list several current titles of their own selection.

Where people of culture gather



BOOKS are inevitably discussed! To have a first-hand acquaintance with books is to identify oneself with people of intelligence. Social & business

contacts equally are formed and cemented through the medium of book discussion. Why not allow one of the booksellers whose names appear below, to help you in building up a library you will be proud to own -- and that will be a constant source of help to you in your daily contacts?

[STORE]

[STORE]

[STORE]

somebody else do the thinking and just swim with the crowd. That is fine and certainly that is all in your favor because the power of suggestion is so strong and advertising by suggestion has been so well worked out that everything is in your favor. If you will simply persuade people that it is a mark of culture to read books, that people who are successful read books, that it is a badge of a man's intelligence and education, of his acceptance socially to own a library of books, they will waver and they will fall, and once you get them in the store then it is up to you.

Now I will have to summarize very briefly the

"Selling Culture" thru books would be the keynote of another series of cooperative bookstore ads, suggested by this rough layout prepared by Mr. Spier. The idea of the ads is to tie up all the general promotional work for books directly to the bookstore in the public mind.

methods by which this can be done. The National Association of Book Publishers is spending a lot of money to make people read more books. So are the publishers. It would be bad business to disregard those efforts and to work on different or conflicting lines. Both are valuable, but neither specifically helps you, the bookseller. Mr. A of Los Angeles and Mr. B of Main Street as they go down to the depot are told about books but that does not get them into your shop. Those books which the publishers advertise and that love of reading which the National Association is getting over very successfully, do not, except in a very vague and intangible way, tie up directly with your shop. I don't want to be understood as criticizing the work of the publishers, altho I might have something to say on that if my opinion were asked. Their work is valuable as far as it goes, but you know, and every man who sells anything to the public knows, that the greater the distance between the initial buying thought and the actual sales the more chance there is for that sale to be lost. In other words, general book publicity does something, but the last gap between that publicity, the buying thought and your store, has yet to be bridged, and you have to bridge it.

Bureau of Advertising

My suggestion for making that idea work, making all the fine publicity by publishers count for you is this, for you as an Association to have a Bureau of Advertising which will examine into the best ideas for selling books thru various publicity channels and have this Bureau of Advertising prepare advertisements and other forms of publicity which will be sent to you in mat form and for you and the other booksellers of your town to use those advertisements wherever you can, whenever you can and to the extent of your budget limitations over your store signatures. This is simple, practical, logical and the most efficient and economical way of doing the job. The advertisements would be prepared by the Association's Bureau, possibly with expert assistants. The best artists, copy-writers and typographical experts would be retained to do the job as well as it could be done. The cost would be split up among the booksellers

of your Association, so as to be infinitesimal. You and your bookseller friends in your community determine how extensive a campaign you want to go in for, which types of advertising will work best in your community and you go ahead. You place these advertisements at space rates with your local papers at the price you are now paying for your own advertising, or in some cases less because the proportionately greater space may entitle you to a larger discount from the papers' rate.

Varied Publicity

Not only newspaper advertising but other forms of publicity could be prepared for you by a central bureau. You use the mails now for advertising books. Why not advertise reading at the same time? Over on this wall are some suggestions for dodgers, envelope stuffers which I prepared at Mr. Meyers' request. Things of that kind sent out to you once a month, you to pay a share of the cost, would cost very little and would help immeasurably, I think, in keeping the continuous thought of buying books all thru the country. Why not get your local papers to carry more book reviews? We have a column of newsy and interesting items treating books and authors that your paper would be glad to have, particularly if you backed it up with some advertising. Why not get your message into the movie theaters or get it into those small window moving picture machines that tell an interesting story on a continuous film?

In case you people are not familiar with those machines, by the way, I have arranged to have one here after this meeting and it will be demonstrated outside. I see no reason in the world why the Booksellers' Association couldn't get up a little co-operative film to tell very simply and interestingly the story of books. I saw such a film in Germany last year. The National Association of German Book Publishers has one, and it is very effective and very good. You can do the same thing.

Why not a little magazine or newspaper distributed all over the country to your customers and to other possible book readers, with really good contributors, really well edited?

Now all of these things can be done

cheaply and can be done effectively if they are done centrally. With your name and the names of the various stores in your town attached to them, they will carry a greater weight in your community than the general advertising of any publisher or any group of publishers ever could, because you are known in your community. And don't forget this, that by cooperating in such a campaign you identify yourself in the public mind with all the publicity that is being done by the Year-Round Book Selling Campaign and by all the other efforts that are being made now to get people to read.

Types of Advertising

I hesitate to get on the subject of particular types of advertising because there are about as many theories of advertising as there are advertising men and then there are a whole lot of other people, booksellers included, who have their own thoughts on the subject. I have prepared a few very general, very tentative suggestions as to how this cooperative advertising could be worked out, but I want you to understand that they are just suggestions and that they are subject to being changed and worked out by your committee. For instance, in discussing this whole thing with some of my bookseller and advertising friends, a very bitter war developed as to whether it would be better to sell the concept of culture and reading in general or to sell a specific book. You know what I mean, either talking about the advantages of reading books and so on, or else talk about some one specific book and getting the public into your store that way and trying to keep them there. Both methods have their advantages, and I am not prepared to say now which is better. It will take a test over a considerable territory and a considerable time to determine that. Things like paint and varnish, silverware, pianos, health, going to your dentist twice a year, the appreciation of music and the use of bituminous coal have been sold to the public in general terms by groups of manufacturers and retailers. On the other hand, sporting goods people and the phonograph companies tell me that they get their best results by not trying to cover too big a field. They will advertise a new tennis

racket or golf club, for instance, and assume that once the purchaser has bought it, he will continue to be interested in athletic sports and to patronize the shop where he secured the racket or club; or advertising a new record by Caruso or Martinelli was said to be more effective in selling phonographs generally than an advertisement presenting all the concert artists walking out of the slot in front of the machine—you remember the ad.

Personally, I think that both plans are good and should be used concurrently or alternated. There is no question but what you can sell culture, that mysterious word with a capital "C," that so many people would like to achieve, that so many women's clubs especially go grubbing after, hoping to get it without the hard work of working for it. The subscription book people and the mail order publishers recognize how valuable an appeal that is, or rather I should say they recognize the value of the appeal of selling furniture and house decorations rather than culture, but you can make people ashamed of not being well read, there is no question about that, just as they have been made to be ashamed of having halitosis or dandruff or wearing last year's clothes.

Individual Sales

On the other hand, the general principle of selling one thing at a time appeals to me. If you can get a man into your store to buy a detective story you have a fair chance of selling him an adventure story or a book on business later on. If you can get the ladies of your town all worked up over the latest novel with a love interest, you may sell them cook books or auction bridge prizes at the same time or later. Above all, if you can sell a child a book, make him want it and tease his parents until he gets it, I think you all know that you have the most valuable kind of customer, one that will stay with you for years.

I prepared these very rough suggestions and I offer them with an apology. They were turned out under pressure by one of my artists and they are not designed to win any advertising prizes.

Now I expect there will be some opposition on the grounds of the impracticability

of picking specific books to sell. Some people may say that it will make the publishers of other books who are not so honored a little bit peeved, and you may say that no two booksellers can get together in selecting the same book, no two booksellers will be willing to sign their names at the bottom. Well, those are arguments which I appreciate, and don't minimize their importance, and yet I say that they are not important, if you believe with me that advertising specific books is the way to sell your store and service to the community.

Cooperative Merchandising

Do you not advertise a specific book every time you make a window display? Do you not use your own judgment when you or your clerk recommends a book to a customer? Do you not, as a matter of fact, have to stake your judgment and your faith in your judgment in every act of buying and selling books? What possible objection could publishers or anybody else have to an act of progressiveness and sound merchandising activity on your part, something which would be for the general benefit of everybody in the trade? And as for your getting together with your neighbor across the street about certain books which you and he have in stock to be advertised in that week or month, may mean that your judgment and your selection will be better than if you tried to do it alone.

But should you, even tho you believe that the way to sell all books is by selling specific ones, be unwilling to exercise your own judgment in conjunction only with your friendly competitor across the street, you may still carry thru your idea and in the biggest, most effective way of all. I mean by the plan of an Editorial Committee of the American Booksellers' Association. You heard of this plan yesterday from Mr. Meyers.

I should like to say that quite independently of Mr. Meyers and sometime ago I conceived and worked out a similar plan myself and it wasn't really until a few days ago that Mr. Meyers and I found that we were headed in the same direction. Naturally the thought that two master minds agreed cheered us both up very much. Anyway, the plans seemed so nearly alike that it seemed worth while to

try to get together on the main features and so we have done that. I want to tell you how that plan of an editorial selecting committee for the American Booksellers' Association hits me as an advertising man and how its advertising features would work out in conjunction with the suggestion for cooperative advertising which I have just made to you.

I don't know whether you can all see this. This is what is called the rough layout, it is very rough. At the top we have the outstanding new books offered for your consideration by the Editorial Committee of the A.B.A., the American Booksellers' Association. Here follows a list of the committee and the month, then the title, and a brief description of each and then some copy down here and away down at the bottom the names of all the stores in your town who determined to get together on this advertisement, and the copy about book store service is the crux of the whole thing because there you are going to get across your great advantage in this business, and that is the fact that these six books are not the only six books which you are selling in the month of May, 1927, but that they are simply certain books selected by people who know their business and who offer them for consideration, and people can get all the books of all the publishers at your store.

Now I think it is the biggest and wisest step forward that you can make at this time. You capitalize and cash in on all the discussion and publicity which has been going for or about the Literary Guilds and Books of the Month Clubs and so on. Large sums of money have already been spent by those organizations in acquainting the public with the general idea of both of them, and whatever you may say about the question of price cutting and selling direct to the consumer, those clubs have pointed out two important things.

First, that the public is lazy and likes to have the books brought to their attention, and second, that the names of a distinguished editorial committee carry great weight with the public. By having your own selecting committee, by advertising those books selected by that committee in your stores and in the magazines and newspapers in every corner of the country and

over the radio, you will be taking advantage of both of those legitimate merchandising thoughts and cashing in on them yourselves. And above all, by selling those specific books, those six books, those outstanding books you will be selling all books, you will be selling the idea of books, you will be selling your shop and your service. By working on those six outstanding books selected each month you build up your business for all books. In every piece of advertising material about those books will be—and I can't emphasize this too much—the statement: that they are suggestions only, out of all the books that you have in your store, and in that way you stress your advantage over the mail order bookseller and the book clubs, because they have only one book to sell or if a person wants to get more books they have to go thru a long and complicated formula, but these are suggestions, "Mr. Public, come

in and look them over, but if you don't like them we have all the latest books of all publishers here waiting for you."

I can conceive of an immense amount of publicity and interest attaching to the selection of these six books, and I feel that it will go very far to accomplish that very desirable object of getting the great audience of literate but unread Americans who pass by your shop, to come in and get acquainted with your treasures. Thank you.

PRESIDENT KIDD: I am sure that we are deeply indebted to Mr. Spier for the many valuable suggestions he has made. There seems to me enough meat in that one paper to occupy the entire session.

The next speaker it is unnecessary to introduce, B. W. Huebsch, who is better known than almost any other man here. We will now hear from him on "Book Trade Conditions Abroad."

Book Trade Conditions Abroad

B. W. Huebsch

Viking Press

MR. CHAIRMAN, Ladies and Gentlemen: As a matter of fact, I am not speaking here now. I finished thirty minutes ago by the clock, and I know that the remaining hour and a half of the program, or at least two hours of the program will have to be disposed of in about one hour, and if possible I am going to reduce my few words and few ideas to smaller limits than I had, at first intended.

One of Mr. Spier's remarks concerning the distribution of books, the number of books sold per capita brought me rather to the subject to which I have been assigned, "Book Conditions Abroad." It occurred to me when he spoke about the number of books per thousand or something of the kind, what an interesting thing it is for us to think that there is a country in Europe in which within a year of publication a work of twelve volumes, an

encyclopedia, can be sold in such numbers as to equal one copy, one set to every 80 inhabitants. Have we ever done anything like that in this fair land of ours, in this educated and rich land, richer perhaps than any in the world, one twelve-volume encyclopedia, not cheap at that, to 80 persons? Sweden, with six million inhabitants, has just produced a new encyclopedia and it has been out less than a year. They sold 75,000 copies.

Now I can't very well tell you about book conditions abroad except in a most cursory way because I was abroad for only a year. When you go over for two weeks or three months you come back full of information and can tell who the next Prime Minister is going to be and about the next revolution in the Balkans and about what people read in Italy, but the longer you stay over the more modest and the more humble you become, and after

a year I determined that I would have to stay another nine or ten years before I really could come back and tell you something about Europe.

It is much more feasible for me to tell you about something that I know about in the light of the experience I have had, and that is, after getting away for twelve months or so and coming back to the scene of my past crimes I can size up my work a little better or I can see it in slightly different perspective and after all it is important to see things from all sides. The side that I see it from may not be strictly correct. I may be biased by the fact that I have been away and that I see some things in too high a light or too deep a shadow as a result of comparison with things abroad, but instead of talking about European conditions, the booktrade abroad, I prefer to speak about the American booktrade as I see it, after this experience, after rubbing elbows with the other side. And I didn't actually study book conditions abroad. I didn't go to make any study. I went to enjoy myself and I come back with the belief that the best way to learn is to go for the purpose of just living and getting day by day life abroad or in any new locality and thus getting the benefit of different conditions and different people, different psychology, different food and different drink, too, on the other side.

Europe Studies America

The ideas I have are mostly old, in fact, I never heard an idea that wasn't old, any idea that was worth having, but old ideas re-established, restated and presented for criticism are often much better than new ideas.

I went away holding the belief that very many have, that everything looks good when it is far away or that everything is good if it is far away and that Europe with reference to the booktrade was far in advance, which about books it is, of our own booktrade here, that everything that was to be known was to be found in Europe. I felt, too, that all the problems that assail us and that have been discussed at the conventions of the association, the annual conventions, all of those problems could be solved, almost all, by the application of

the methods that have obtained in Europe, especially Europe as represented by Germany, because Germany really is the center of the booktrade of Europe, acknowledged by all. Its methods and practices are adapted to the conditions that exist in other European countries, and by having seen something of that in the past, something of German book conditions, a very cursory view ten years ago, I jumped to the conclusion that if it was right there and if they sold as many books as they do there, why we could do the same thing here, and all we had to do was to take their medicine. I also believed and preached probably so often that many of you got rather tired of hearing it, that if we were to have their training institution for booksellers and booksellers' clerks and potential booksellers, built on the model of the Leipzig Academy, which has been going for many years and very successfully, then we surely would be prepared to enter the Utopia of bookselling, and as a matter of fact, I found in Europe, to which I went to learn, that they were very eagerly, all of Europe, very eagerly studying the methods by which America has become the most prosperous country in the world. Those to whom I spoke thought it rather strange that I should want to find out how they do things while they were weary and tired trying to find out how we do them.

The German booktrade especially is investigating and studying American methods of publicity and distribution. They are eager and avid readers of the material which is produced by the National Association of Publishers here, in fact, during one visit to Germany last year I was fortunate enough to arrive in a week which they devoted entirely to the subject of which they call propaganda, really what we call publicity, in the booktrade. The representatives of publishers in every part of Germany were in Leipzig for a week—morning, noon and night, in the morning, in the afternoon at the building of the Booktrade Association, and in the evening in the rooms of the university, hearing lectures, having round table conferences, demonstrations, with actual printed material and books, papers by active publicity men and advertising men, a new note alto-

gether, something that has seemed unnecessary before in Germany where books seemed to sell themselves by the million and by some magic, and now they are realizing that the magic doesn't work anymore and they are interested in applying a dynamo to the magic and they turn to America.

I don't say that they are copying American methods. They are doing what we ought to do. They are examining American methods to see how much of what we are doing is applicable to their situation and will prove effective in bringing about what they are seeking.

I found that England was turning toward the continent, with a recognition of the methods that prevailed there and of what had made them successful, and England went so far as to send a commission, composed I think exclusively of publishers, to study German methods, to study them extensively and to return a report to their association, and happily today we have among us one of the leaders of that English commission who is here to study us again, I think, after a lapse of some years, Mr. Stanley Unwin. With all due respect to our English guest, I believe that the motive in sending the commission was a very good one, because England, tho only an hour or two separated from the continent, is in many respects, or seemed to me from my observation, in many respects very distant from the continent. That is particularly true with regard to continental literature, a knowledge of continental literature and the accessibility or the ease of procuring books in continental languages in London. I am sure that if Mr. Unwin looks about our New York shops, he will find that there is a better and more varied supply of French, German, and Italian, Spanish and other continental books than will be found in London. If I am wrong I should be glad to be corrected, but it seemed to me that when I wanted a continental book in London it was harder to find it than in New York. I don't know whether it is because America has a more varied and cosmopolitan population, or whether England is still much more strictly English than we would expect because of its proximity to the continent,

whether the demands of this varied population composed of so many Europeans makes such a condition exist in New York, but my impression was that a knowledge of foreign literature, continental literature and the supply of continental literature is much better here than it is in England, so far as I can judge from London.

These Germans were studying American methods, and all kinds of methods, not only American. Their system is rooted in tradition, and yet it is perfectly elastic. They have made many changes in the last few years. For example, not only the Germans but the Italians and the French and Spanish, up to a few years ago, produced almost all of their books in paper covers, and now in Germany at least—and I speak of Germany particularly because it is the leader—very few books, unless they be scientific books for a limited audience or things that are definitely pamphlets, very few books appear other than in board covers, or in cloth covers, and the fact that they have gone in for cloth and board has caused a consequent development in the materials that they use, and so they have much more beautiful cloths than we manufacture here and a much larger variety of papers for board covers from which to choose. So that is a very definite change that they have made.

Outright Purchase

They have also largely changed from the unsalable system to the outright purchase. When they had the paper-covered books, the bookseller was in a position to take as many copies of a new title as he wished to have and, after a certain period, six months or a year, he returned the unsold copies and got credit for them. That is also changing. It is possible to do that, but the conditions are such as to make the successful bookseller prefer to buy outright and so those two changes have come about almost at the same time. The paper covered book has given way to the stiff covered book and the unsalable system has given way to the outright purchase. The long credit system is giving way largely to a cash sale system, which is also a modern development, so there they are, the people

who live in the past, as we sometimes think, and yet are utilizing these methods with a view to a better development and leadership in the future.

This matter of adaptability prevails wherever the European system of marketing books prevails. In Sweden, for example, to return to that progressive country, I think one of the most literate in the world and one of the most remarkable intellectually and otherwise, the booksellers were confronted with this situation not long ago. They found that the publishers were not satisfied with the number of books that they sold thru the retail trade and they have a rather efficient retail trade, some two hundred well-organized book shops in that land of six million. The publishers were selling direct to the public thru agents not only such books as the encyclopedia of which I spoke before but the classics, the Scandinavian classics and European classics in Swedish translation. They made beautiful books of them, and I learned, by the way, from one publisher, perhaps the largest publisher in Sweden, that of the various styles of binding that they offered by subscription, perhaps 98% chose the most expensive, which was also the most beautiful, and their bindings are not showy or cheap, they are good bindings and really are good bindings, not like some that are palmed off on us as good bindings and merely look it. I mean real leather with beautiful workmanship.

So the publishers were selling by subscription to the retail trade, and the retailers resented it. They rather felt that the profit that they ought to get was going into the publishers' pockets, altho they were fair enough to recognize that trade was being taken that they had no hand in creating. They simply turned about and used the same methods, and the publishers agreed to sell the subscription books to the retailers at a margin great enough to permit the retailers to sell them on the installment plan to their customers, so that the sale by the publishers to the trade did not exclude the retailer from doing the same thing. Furthermore, the retailers made up their own sets, that is, they would permit a retail customer to come in and choose any book or books, provided the

sum was not too low. You can go into most book shops in Sweden, pick out a book or books and pay on the instalment plan.

Now it may seem like picayune business when it comes down to a single book, but this kind of business encourages people to buy more books. The booksellers don't urge them to buy on the instalment plan, but they offer them the privilege of doing it, and if the customers want books they are ready to mortgage their future for the sake of the books they want, just the same as we mortgage our future for the automobile we buy and the radio and other things which are bought so largely on credit.

So that is an example of the adaptability of the trade to given conditions. They saw something which looked very black to them, and they turned it into light. They did the same thing as the publishers were doing. You may say that the sale of any books on the instalment plan demands more capital than the average retailer has, but I think it has been the experience of all of us that if we have sales, if we have opportunities, we can easily enough be financed.

Tradition and Psychology

So among a few conclusions that I came to, one at least was that we must adapt tradition to the habit of mind, the temper of the people and the psychology of the country that we are working in. We simply can't take over German methods or Swedish or English methods. We have got to find out what in those methods is adaptable to our conditions. We have an entirely different people. We have entirely different circumstances, commercial, financial and social. We must give up fixed ideas, give them up just as the Germans did with reference to their unsalable system and paper bound books and other things. We must be ready to change our minds over night. The more I observe people and my own mind, the more I am convinced that people who don't change their minds have no minds to change.

If you travel thru Europe up and down the country you discover for one thing, as a result of the centuries during which the

booktrade has been established, that bookshops meet you everywhere. You will find bookshops in the smallest hamlets, or at least shops in which books are for sale and rather intelligently for sale. That has often been preached to us here as an example of what Europe has and what we ought to have, and to me who has been made to think a little bit by what I have seen, I am not so sure that we ought to try to establish so many yet. If they exist in Europe it is because they have grown up there naturally. If we were to establish bookshops in some of our towns of let us say three hundred or five hundred—well, I hesitate to pursue the thought. Picture some of these towns of three and five hundred!

That is a good example of what I mean when I say that we should study Europe without necessarily adopting the things that seem to be good practice there and which may not necessarily be good here until we are ready for them.

Training of Booksellers

One of the principal things on which I changed my mind was on the subject to which I am most devoted and which I think is almost more important than any other with reference to our future here, and that is the training of booksellers. The Leipzig institution, to which I referred before, is known to many of you by reputation. Briefly it is a college of bookselling to which a person desiring to become a bookseller can go or one who is already a clerk in a bookstore can go. You can take a course of one year or two or three years. The opportunities vary according to the amount of time you want to put in. It can be an all-time course or a part-time course, and the curriculum comprehends almost everything that a perfect bookseller ought to know, which means everything. Well, of course, in three years they don't learn everything, but they learn how to make an approach towards learning everything and, of course, that comes nearer to education than anything else, to learn how to find out things.

They have not only the course that deals with the technique and mechanics, but cul-

tural courses, bibliographical matters, languages, booktrade practice, finance and commerce, all the things that apply directly and indirectly to it, and I believe that it is perfect. Well, I saw it again and I believe it is not perfect for us. We have been making tentative attempts here in the last dozen years to approach such an ideal as the school in Leipzig, but what we are going to do eventually is to create a school that is fitted for American needs. We are going to take from the Leipzig course what is applicable to American needs and are going to mould it to fit American conditions. Here is a thing which in its way is perfect, but it fits a psychology, which is not alien to ours but is not parallel with ours, and we have to take from it what is going to suit the American temper and the American mind.

The Germans are primarily a thoro people. The German in any branch of trade or any profession has gone thru many years of schooling and special training before he has been licensed to practice his trade or profession, and that is part of the German blood and part of their tradition and they are not easily going to change that even tho they follow our practices in other things. But that is not our way. We are a facile people, we are a quick people; we want to make a quick approach and close the transaction quickly and take our profit and then make a reinvestment so to speak, whether it is financially or culturally. We want to get rich quick, which I don't blame you for, so do I, but we don't always know how to do it. In the matter of education we want to get rich quick, we don't want to take any long courses. We have an instinct for business. We have an instinct for doing things quickly. When I say we are quick and facile and want to get rich quick, it is not that I want to criticize our people. It is that the blood and the atmosphere and the climate and the very geography of the country affect us in that way and so we have got to adapt European things to that psychology, to that temperament and that blood, and for that reason then we must give up the idea of a training school such as they have in Leipzig except as a rather remote ideal, and must

take what is good from their system and adapt it to ours.

Booksellers' Education Here

I am speaking about this at such length because it is a subject which I am sure is going to take more and more of your attention in the association, because only thru the efforts and the activities of the association can we bring about anything which is going to redound to the good of the whole trade. You are to hear more of the subject this afternoon when Mr. Barnhart of the Federal Vocational Board will speak to you. He is going to speak to you on lines of expedient education, and altho, as I said, I have had to change my mind to agree with the situation as it is and as it will be outlined to you, I am ready now to work with such a program as the one which you will hear from Mr. Barnhart who has discussed the subject with a committee of your own association. While we intend to work along lines of expediency and practicality towards bookselling education, it doesn't follow that we have to abandon all of the idealistic and imaginative courses which contribute to the effectiveness of a bookseller in relation to his customer. We can go ahead with studies that relate to technique, bibliography, window-dressing and keeping a store clean, and accounting and the rest of it and still encourage courses of lectures that deal with the actual material that you deal with, namely, literature, the history of literature and the different branches of literary values which are so necessary, a knowledge of which is so necessary to the successful bookseller.

And so on returning after seeing shops and publishers and booksellers abroad, the vision is slightly different than before. The trade upon my return seems to me to be notable for the vigor, the spirit that animates it by contrast with the trade in other countries. They are quite as intelligent as we are; they are doing things in accordance with the demands of their people, but over here there seems to be something dynamic, something that is pushing forward actively. It is a product, of course, of your organization and the preaching that the founders of your organ-

ization have done in the past, but there is a dynamic quality about the whole trade as one sees it, after an absence.

It applies, of course, particularly to merchandising on a large scale. I think that the American people are more easily adaptable to doing things big and quick than they are to doing them intensively and on a small scale. You find pretty much all over the continent the thing that we can't find here, selling on a small scale and selling intensively. We sell wholesale. The big shops can easily dispose of 100 or 500 of a popular book. They know how, how it is I can't tell, but it seems to me it is not so important for our success and for the future of books and booksellers to be able to sell 100 copies of a new successful title. It is not so important to be able to sell that as to sell one copy each of 100 titles, and it takes a great deal more ability and it is one of the things that if you will permit me to say so, we have to learn. Here and there good experiments are being made, successful experiments in this intensive work, in the matter of cultivating the individual customer, but on the whole the tendency is to say, "Well, this has big possibilities, let us buy 25 or let us try out 50 or 100, and if it goes push that book, make it go." You may say it sells itself. It doesn't sell itself, you are giving it your floor space, your window space, your clerks' interest in this one thing that is going well, instead of letting that thing sell itself and making your clerks see that by selling one each to 100 different customers you are creating one hundred active centers of interest, you are helping to weave a web which will enmesh the community, with your bookstore as the central point.

In that respect I think we ought to take a leaf out of the continental book, to learn how to sell in a small way because the small way selling really is the big way selling. The Wrigley and Woolworth and other sales of that kind are composed of five-cent units, five or ten cent-units, and Woolworth doesn't try to sell a vast number of any single five cent article. The way in which he attracts people I think is to have a large shop with a great variety of things at five cents and ten cents and let the people buy all kinds of things, not try

to sell as many of a single popular article as possible. I think that one of our weaknesses lies in that point.

I think that we fail to take advantage of some things which lie at our door. I am going to make a suggestion now which may seem very silly, but silly suggestions often provoke discussion. The chain store is a distinctly American thing. Europe has gone in heavily for trusts, copying America, or at least the conditions in which America leads, and they are using trusts in an intelligent way. We are going in for chain stores in addition to our trusts. If you look at the financial pages of the New York dailies you will find some thirty or forty different chain stores whose stock is being sold actively down in Wall Street. They are profitable enterprises. They have chains of everything, groceries, bakeries, general stores and so on, and the chain store idea has begun to encroach on the retail book business, and in each case that I can think of at the moment they are chain stores under a single ownership. There are Dr. Ulrich's stores in Minnesota and the Doubleday-Page stores, to take the more notable ones. The chain store has come, I think, to stay, whether we like it or whether we don't. It probably is a good thing. If it isn't a good thing at least it is a logical thing, and it deserves, I think, more consideration than booksellers collectively have given it. Fortunately, so far the chain stores have been established by book people and that is a good thing for the booktrade, but the booktrade may look very attractive to the exploiters, the people who go into these things strictly from a financial point of view, and who tell you when the time comes and if it seems necessary to their purpose, to sell out or get out.

Now it has occurred to me that small chains might solve many of your individual problems. I don't suggest that a bookseller buy up several states, but if two or three or four or five booksellers in a district which is united by the common aims and conditions of a people or several booksellers along a single railroad line or a single part of the state, were to unite, say to organize as a single corporation, each one

putting in his business at what it was valued at by a fair appraisal, something of that kind might be achieved.

Avoid Standardization

There is the point, if several united for the purpose of reducing certain expenses common to all the stores, for the purpose of more advantageous buying, for shifting unsalable stock from one store to another until you finally demonstrated that it was unsalable in all of the stores, and for the purpose of keeping out unnecessary and undesirable competition, perhaps to strengthen your control not only of the shops in your own town but in cooperation with the booksellers in neighboring towns to strengthen their control of their own shops, it seems to me that that is one of the things that looms up in the future as a desirable thing for booksellers to consider. There is always an element of strength in union with others. You get group strength by establishing a chain. I am against the idea of unifying to an extent that would cause too great standardization. If four or five of you in adjoining towns or nearby towns should get together to establish a chain it doesn't necessarily follow that you have to adopt one name, that you have to make your stores look alike or that you may have to buy alike or make the same window displays—you don't have to do it in the way the United Cigar Stores do it, which is good for cigars but not for the book business, which is quite a different thing.

I see that the time has arrived at which I have to stop. I have some more ideas, no better than those advanced, so I don't want to make you feel as if you missed something very good. There will be other ways of advancing the ideas. I am very grateful for your patience under such trying circumstances.

PRESIDENT KIDD: We were all very much interested in what Mr. Huebsch had to say. We are particularly fortunate at this time that Mr. Stanley Unwin, of George Allen & Unwin of London, is bringing greetings from the National Book Council of England. Mr. Unwin.

Greetings from England

Stanley I. Unwin

George Allen & Unwin, Ltd., London

MR. CHAIRMAN, Ladies and Gentlemen: It has been a very great joy to me this morning to hear cooperation in the booktrade extolled in the way it has been, not only because I have been urging it for years past on the other side of the Atlantic, but because it is my happy mission this morning to bring you the friendliest of greetings from an organization in which publishers, booksellers and even authors act together in perfect harmony. I refer to the National Book Council of Great Britain, whose objects are the promotion of reading and the wider distribution of books.

We don't regard ourselves as a mere trade organization and for that reason we have roped in not only authors but have invited members of the public to join us as associate members. We regard ourselves as taking part in a great crusade. We are attacking the citadels of ignorance and darkness in which the light and learning of books has not yet penetrated or at least gleams but dimly. We consider that the place occupied by books in our national life is totally inadequate and we do not intend to rest until they occupy the position to which we think they are entitled. We are a young organization. We are a small organization. We have a great deal to

learn from you and from others, but we have enthusiasm, we have doggedness, which will hold on indefinitely and we are convinced we are on the right road. You found the road ahead of us, and Mr. Melcher's visit to England stimulated the formation of the National Book Council, and my Council wishes to thank you for the great assistance Mr. Melcher gave us on his visit to England in overcoming the timidity of some of those who doubted the value of cooperation in the book trade. The idea that you can have too much of a good thing does not apply to books. You may think that publishers may produce too many books, but you will agree with me that booksellers can't sell too many.

My mission this morning is to bring you the enthusiastic good wishes of the National Book Council in your task, and your most noble task I may say, of selling more books.

PRESIDENT KIDD: Indeed we are deeply appreciative of the greetings which Mr. Unwin has brought to us and we hope that when he returns he will take our kindly greetings back with him.

The next gentleman who will speak is the Reverend J. F. Newton, one of the editors of the *Christian Century*.

Religious Books

Rev. J. F. Newton

IT is a very great pleasure to hear the voice of an old friend, Mr. Unwin, with whom I used to talk books in London during the great war between air raids. He has brought us such cordial greetings that I am sure that in the bottom of our hearts we wish him to carry back

the good will of our country to the mother country across the water.

Now with the utmost good will I want to protest, to make two protests, that you have given me so little time—I am limited to ten minutes, having come all the way from Philadelphia to discuss religious books.

It is not fair. Another protest is that you seem to want to describe religious books as a certain section or department of your work. From my point of view every great book is a religious book. Literature is the lasting expression in words of the meaning of life, and any book that tries to tell us what life means and what it is worth is a religious book. Such a book as "Why We Behave Like Human Beings" is a profoundly religious book, as interesting as it is important. Religions and life are one or neither is of great value.

For many years, how many is none of your business, I have been greatly interested in the reading, in the reviewing and the writing of religious books. During that time I have seen extraordinary changes, all for the good. There are more religious books now than ever before. They are better books. They are better written. At last we have discovered that it is not a sin for a preacher to be interesting. Our religious books are written more vividly and more picturesquely than ever before and they are more widely read.

I want to discuss this matter from a very practical angle, from the point of view of the minister and the layman. Ninety-five per cent of the religious books are bought and read by ministers and, when you consider that particularly in smaller towns and rural districts the salary of a minister is very small and precarious, it speaks very well for the clergy that they do buy and read so many books. I want you to help them. I know something of their difficulties and the struggles that they have to make and the sacrifices in order to have books, for books are of vital concern to them.

When I was a lad I had a number of lovely friends who were good enough to help me in this matter. I read the other day a little article of reminiscence from Dr. John Hutton, now editor of the *British Weekly*, about when he was a young preacher in Scotland. He told how a layman, a dear friend, saw to it that he had big, vital books to read. Now that was a good investment, not only in the personality of an extraordinary man but for the religious life of that community.

Now I suggest that you get in touch with men and women in the various churches in your communities and put it to them in that way and have them see to it that their ministers do have worthwhile books to read.

Another custom that I learned of in England was the ministerial fraternity; some forty or fifty ministers would band together and each one would buy two books and then pass them around, so one had for the price of one or two books the privilege of reading thirty or forty. You can promote such things and you will not simply be increasing your business but you will be doing a real service to the best life of your community.

Lack of Criticism

Mr. Unwin is quite right. We cannot have too much of a good thing, at least we cannot have too many good books, but we ought to have some competent guidance in the midst of the maze of books for people who have not time to keep track of all of them. In America we have very little criticism of a discriminating sort with regard to any kind of books. It is just blurb. It is astonishing to me that the Literary Guild and the Book of the Month Club have apparently excluded religious books from their lists. Now the insight and the knowledge and the experience of those who have those undertakings in charge ought to be equally at the service of people in regard to religious books. I speak of the lack of real reviews. We have notices.

Last autumn I issued A Symposium about God. It grew out of a little meeting in the New York Press Club. My dear friend, Frank Hought, was then living, and the agitation of the churches was at its height, good men were bandying bitter words, and the question came up, "what is the matter with the church, why is it all upset and awry?" The conclusion was that perhaps there was no common understanding about God. That was what Frank Hought suggested, and I was appointed as a kind of committee of one to find out what the modern mind thinks about God. Out of that suggestion grew this symposium. All the doors of that book

were wide open. Exclusiveness was excluded. Jew, Gentile, Catholic, Protestant, Fundamentalist, Modernist, told intimately and frankly in what terms they thought of God. It is an index to the whole religious mind of our time and yet so far, six months having past, there has been only one competent review of that book in the United States.

People really want guidance in these matters, competent guidance of a truly catholic mind, with insight and understanding, but the most difficult part of your work and the work of all those who are interested in the spread of the best religious thought is to get lay folk to read religious books. It is the rarest thing that I find a religious book in any of the homes that I visit. There are books of all sorts in these lovely homes, and the people read a great deal, but a religious book is almost unknown. Now that should not be so, and I believe that, with the right kind of guidance and a real understanding, the situation that could be remedied.

General Religious Advertising

Our lay folk—and I say it with the greatest respect, are spiritually illiterate, Mr. Chairman. They want to believe but they are confused. Many of them have drifted away from the teaching they received in youth. They have found no satisfying teaching since. They do not know where they are. They wisely want to believe. They want to know what is the best religious thought. Now how that problem can be solved I do not myself yet see. I think it is a mistake, for example, that religious books are advertised in a department by themselves. Publishers spend a great deal of money in advertising in the Church Press, but only a tiny percentage of church folk read religious papers.

I want to come back and insist again that religion is not simply a part of life, it has to do with the whole of it and the worth-while religious books ought to be advertised as generally as all other books are advertised.

We are in the midst of the most remarkable and profound change in the inner ideal and attitude of men and women in regard to the life of the spirit since the

Protestant reformation, indeed, it is more far reaching and profound than that great upheaval. Just what form it will take no one can foresee, but there will be some new expression, or interpretation of the religious life in accord with all the light of modern knowledge and the conditions of modern life. It is bound to come and it is on the way. Our poets and prophets see it dimly and are feeling after it, if happily they may find it and express it. The next twenty-five years will be the most interesting period religiously that this country has ever seen. It will be a part of your work and part of your business to spread news of the swiftly changing currents and cross currents of the religious life. It is a great time in which to live. It is a great time in which to be young and to be in sparkling contact with the life that is so abundant and overflowing. All of us look back and think back to the homes in which we grew up and there was some book that touched us sometime or another. It may have been Fox's "Book of Martyrs," it may have been Bunyan's "Pilgrim's Progress," it may have been the life of some great saint, but it opened a window, it made the city of God no longer a visionary scene in the sky but a real city. We want to have these books as our books of vision, of inspiration, of leadership in our homes. Leave them about so the young people can find them; expose them to such books. You cannot tell what may happen when the spark catches and touches the heart of a boy or a girl. Some of us testify, looking back to the truth of the words of George MacDonald, half a child and half a saint and altogether an angel in his spirit, "that whatever you need for the enlightenment of your mind or the consolation of your heart you will find it in a good book."

PRESIDENT KIDD: Dr. Newton, we are grateful and apologetic. We are grateful for the address and we have to apologize for the shortness of the time we gave you and we are sorry that we couldn't have heard more.

Fred Melcher will now deliver the results of the annual honorary fellowship election.

Announcement of the Elections to the Honorary Fellowship

Frederic G. Melcher, *Chairman*

THOSE who have been here every year since the famous convention at Philadelphia do not need to be reminded of the intention of this award. While we are to have more and more bookselling education and the new generation of booksellers is going to have a great advantage we are not forgetting that bookselling has been developed in this country by the personalities which have contributed to its technique and to its forward looking plans. So we have inaugurated this scheme of a vote from the large membership of the Association to designate each year a few of those, who have contributed signally to the progress of bookselling. Of those that you have honored in the past there are now twenty-six, and many of them are here this morning. Some of them have not been able to get to the convention. Those who are here, I would like to ask to come to the front so that they may help Mr. Kidd welcome into the fellowship the three whom your votes have elected this year. It was the largest vote we ever had, evidently showing an increasing interest in this award. If any of these are present will they please come forward? Mr. Burkhardt, Mr. Jacobs, Ward Macauley, John G. Kidd, Henry S. Hutchinson—he was here yesterday—Joseph Estabrook, Marion E. Dodd, E. Byrne Hackett. There are others whose names I won't read this morning.

I will simply ask those who are now elected to come forward and receive the paper which we provide for them to keep as a memento of this occasion. I will read the citations.

First "Founder and owner of one of America's best known bookshops. A bookman with a sixth sense for the best in books, starting many a volume on its way to a successful national career. Has built



Harry V. Korner

up a store whose equipment and service is a model to others. Has served the Booksellers' Association in a score of ways and always effectively. Our beloved Harry V. Korner."

(Harry Korner received his certificate.)

Second "Has made one of the most significant contributions to American bookselling of recent years. Her work represents vision and organizing ability of high order. She has made the pioneer bookshop in children's book specialization, started the first book caravan, branched into adult books and has lately started a significant educational service, trained an able staff and infected them with her own ideals of intelligence plus enthusiasm. Bertha E. Mahony of Boston."

(Bertha Mahony received her certificate.)



Bertha E. Mahony

Third "Has steadily risen in the regard of his associates in the stores and among the American booktrade as a bookseller of constructive capacity, with a fine regard for facts and details. Has served effectively in the important post of Chairman of the Booksellers' Board of Trade and as such rendered an outstanding report at the 1925 and 1926 convention. His studies in bookstore accounting and budgeting methods have been published and have had effective use throughout the country. Cedric Crowell."

(Cedric Crowell received his certificate.)

As Chairman of the Committee, I thank you all on behalf of the President for your interest in this occasion, and I am sure that it is significant and may mean much to the progress of American bookselling.

The President has given me the floor for another announcement. If you will remember, at the Philadelphia convention we discussed plans of honoring those among the retail booksellers who have rendered distinguished service to booksell-

ing. We desired at that time to find some suitable method to express our appreciation of those immediately outside of the actual retail bookselling who had yet made a contribution to the cause of bookselling. We have but charily used this privilege of ours to confer such honor, an honorary membership in the Association, but we have from time to time included in this list three of the early presidents of the association whose work made it possible for us to be here today, but who had passed outside of the work of actual bookselling. We honored Mr. Solberg after his forty years of service in the cause of a fundamental copyright law for this country; we honored R. R. Bowker, the publisher of trade periodicals thru nearly half a century; we honored A. Edward Newton for the impulse he gave to rare bookselling and the developing of new attitudes towards book enthusiasm, and we honored Bessie Graham as the first teacher of bookselling, the author of a book of practice for booksellers. With the approval of your officers I am now suggesting that we add another to that list. It seems to us all, I am sure, that the greatest, the most significant contribution to the theory and practice of bookselling, coupled with a most dynamic enthusiasm that has been able to spread itself thruout this country, has been made in the past few years by Marion Humble, and I make a motion that the convention here elect Miss Humble to honorary membership.

The motion was seconded and unanimously carried.

PRESIDENT KIDD: Miss Marion Humble, it really is a pleasure, indeed.

MISS MARION HUMBLE: Mr. President, Mr. Melcher and Members of the Association: I thank you so much. I only hope I deserve the honor.

PRESIDENT KIDD: Before we adjourn we will hear from Mr. Dave O'Connell.

Mr. O'Connell made an announcement regarding the seating at the banquet.

The Resolutions Committee will have a meeting just before the convening of the session this afternoon.

ADJOURNMENT

TUESDAY AFTERNOON MAY 10TH

PRESIDENT KIDD: The Resolutions Committee have handed in this message, that they will be in session from now on until Thursday morning. No resolutions whatsoever will be considered that are not handed in by tomorrow afternoon. If you have anything in mind that you think should have attention, it will be necessary to give it to the Executive Secretary.

I am glad to inform you that from Mr. Ottenheimer comes the report that we are only short twenty-six certificates, and he is hoping to get those this afternoon. If there are any of you that haven't turned your certificates in, I hope you will do so.

The first paper of this afternoon's session, "Bookselling Education" is coming from one of the government representatives. It is very close to your officers and Board of Trade Committee. We feel that it is to be a most vital step forward if definite and effective measures can be taken which will mean that our assistants are educated along the lines of better bookselling procedure. This is the first, real, practical chance we have had of generally working out plans that might be effective. Mr. E. W. Barnhart has kindly consented to help us and we will now hear from him.

Bookselling Education

E. W. Barnhart

Federal Board for Vocational Education

THE pleasure of being an after lunch speaker has its good points as well as its drawbacks. While not many may be honoring the speaker with their presence, those that are here are likely to have that contented feeling which is rather indicative of a fairly satisfactory acceptance of what the speaker has to say:

I have been asked to talk about bookselling education. I feel, however, that the title should be selling education to the bookseller, however, even that title isn't right, for after Mr. Huebsch's very much appreciated, warm words of introduction for my talk, which he gave this morning, I feel as if you already sold yourself on the idea of education.

I understand that efforts of various kinds have been made over a long period of time. I don't know what may be the outcome of the present proposal, but I think that your association is considering a plan that will be worth following thru. Of course it must be rather a novel experience to you people from the world of business to be listening to a talk by a school teacher and a former teacher of commer-

cial subjects at that—not that commercial teachers ever knew anything about business; if they did, they would be business men. We follow, you know, what Shaw says, "Those that can, does, and those that can't, teach us." And so in this case you will find that the work I am to talk about this afternoon doesn't involve any teaching ability or teaching responsibilities on my part.

It may be that the word "education" suggests to you some of the dry as dust school teachers and lectures and examinations of times gone by. My appearance on your program does not mean so much, I think, that you are entering on your second childhood and thinking of going back to school as that you have some hope that education will grow up to your present day needs, and it is I think with the idea that education is at last advancing to the point where it can be of service that lies behind our talk.

Probably the continuity of this talk would register much better on the screen of your memory and imagination if I presented a synopsis of the story and then

began at the beginning. Briefly, I feel it is necessary to tell you something of the organization and work of the Federal Board for Vocational Education so that you can see just how we get into the picture and then I will tell you something of the application of modern theories of education to employed workers, for, of course, that is part of your problem. Then I want to tell you something of the work that trade associations such as yours have been doing in the past two or three years in this country in developing educational programs for the people employed in the occupations which the trade association represents, and then finally I want to outline a project now under consideration by your Educational Committee.

Vocational Education

As many of you know, the public schools in this country up to a few years ago were primarily concerned with the education of people who were preparing to enter professions or rather who were preparing to enter the universities. Very little was done for people who were preparing to go into occupations and practically nothing of a real worth-while type was being done for people already employed. We had nothing in this country to correspond to the technical schools such as you found for workers, in Germany and in Denmark and Sweden and even in France, or in England, so as a result of a realization that the bulk of our trained workers, both of the manual type and other skilled types, were coming from abroad, Congress in 1917 passed what is known as the Smith-Hughes Act, or as we now call it, the National Vocational Education Act, whereby the Federal Government was to encourage the development of educational programs for workers, not so much for people preparing to enter occupations as for the improvement of people after they were on the job.

This Act provided that a Federal Board for Vocational Education should be created to carry out the provisions of the act, and it provided for cooperation with a State Board of Vocational Education which was to be set up inside of each state. The Federal Board at Washington was charged

with the administration of this act and with the duty of rendering certain specified, specialized aid to the state boards, but all expenditures were to be made inside of the states by the states themselves, the Federal Government not entering within the bounds of the state except as an act of cooperation towards the local State Board for Vocational Education.

The bulk of the funds were provided for workers employed as farmers or as housewives or in the mechanical pursuits, for reasons which were good at the time that act was adopted. No provision was made for people employed in offices and stores. The only aid given to the act was the fact that a service of specialists was set up as a part of the work of the Board to aid people and to aid schools interested in training for store and office occupations. And it happens, to get me into the picture, that I am chief of that service and that my fundamental duties have to do with developing a program for vocational work for people employed, vocational education for improving workers on their jobs.

Now the Federal Board as a whole has had some ten years' experience in developing training courses for people already at work and they have found here that entirely new educational procedures must be set up. We have developed out of some years of experience certain definite theories. We have in general found that the worker already knows much about what he needs to do, that he cannot be lectured to in terms or in subjects of which he cannot see the immediate practicability. He must be able to use what he learns. Fine-spun theories that begin at a certain place and work up to a certain place find most of these active, dynamic people sound asleep and dropping out of the classes before the lecturer gets to his third point or to the fourth meeting of the class. What is constantly needed is that an educational program be set up that will enable the worker to go back tomorrow and do a better job as a result of what he studied today. If he can't do that the program is largely a failure. Of course sometimes the result may have to be postponed two or three days, but the man handling the group must be able to talk the language and the situation to the people with whom he deals.

In other words, if you are dealing with sales people, it will require somebody who has had sales experience, who can illustrate his statement in terms of selling situations and talk about the actual experiences of the workers themselves, and it must be phrased in experienced situations which they can understand and which they can actually use. To show how this is worked out, our experience has led us to this point:

We believe that in setting up a program for any group of employed workers, the material for teaching should be obtained from experts in that field. When we have attempted to set up a training program for example in the trades for plumbers or in the grocery business for grocers we have gone to a group of good plumbers, not employing plumbers but men who have worked on the job themselves, put them around the table and said, "Now on your job, what are your troubles? List your troubles. Let us get them out here and write them down on the blackboard. All right. What is the hardest part of your job?" How do you do it, how do you go about it?"

From the men solving those problems as effectively as they can be solved, we pull out their experiences and their procedures, and from that we set up the material that will be used in the course. This has contributed to the evolution of an altogether different technique, not the technique of the master grocer standing up and telling other grocers how to run the store. Every man's store is different; every bookseller's store is different; every man's problem is different, consequently, the lecture idea or the book reading idea has been abandoned so far as training for workers is concerned, and we are stressing, with considerable success, the use of what we will call "the conference method."

In the conference method there is a leader. The more he knows about the business the better, but after all his job doesn't consist in telling other people. His job is to get other people to tell each other. In other words, a group of fifteen or twenty gathers around the table—it shouldn't be a schoolroom, and they should sit in comfort and smoke, if it is a group

of men—or ladies, or chew gum, whatever is going to add to their comfort, and discuss how they solve one problem after another.

The Conference Leader

It is the job of the conference leader to say, "Well, what difficulties did you have in connection with this thing? How do you go about it? What can we do about it?" and to pull this stuff out, and get the crowd to react. It is the psychology of actual mental participation on the part of everybody there, not the psychology of the person who has gone to sleep listening to somebody else's talk. It is the psychology of frankly enlarging your experiences thru an interchange of experiences with other fellows doing about the same thing. It is the psychology of activity, and it is based on the theory that, after all, all you can carry away is determined by your actual capacity and your past experiences. So as other men give experiences you will accept them as modifying your past experiences and you will adopt them, and they will become part of you, and the next day your actions will be different. Your performance on your job will be different because you have seen your past experiences in a new light or you have tacked onto your old experiences some things that you picked up from the other fellow. "Oh, it will work," says one. "It won't work," says another. So you have got into a fight or kept out of one, and the Chairman hasn't told you anything. You and Bill Jones sat back, and Bill's eyes twinkled and the Chairman said, "Bill, what are you thinking about?" and Bill blurts out this kind of thing, and you say, "You are all wrong, you don't know what you are talking about," and then the Chairman chuckles to himself and says, "Go to it." When the fight gets too hot somebody else gets into the game and tells them where they get off, and, as a result, they spend an hour and a half intensively thinking about their jobs, and that is about all we can do in any type of educational work, get people to take one or two hours a week out of the hurly-burly of making immediate decisions and sit down and say, "Now to-day I had this situation, what could I have done? What did I do? What do the

rest of you fellows think about it and where can we get ahead and how can I get ahead on this kind of a deal?"

So far, to give you the story of it, for almost eight years the Federal Board has been carrying on this work with trade associations, largely of the mechanical type. I won't bother you with a long list of occupational groups with whom we have worked, but some two years ago the National Association of Retail Grocers came to us with a request, "Can you help us organize an educational program for the retail grocer? He needs help, more than the plumbers and stone cutters and tile setters and masons and all these other people you are working with." We talked it over and we thought we would take a try at it. We said: "Send us a group of grocers, let us put the suction pump on the grocers and find out from a group of good grocers what they think is wrong with the grocery business."

We did. We started in one day and we asked a group of those fellows after the ice had been properly broken, what was wrong. Well, the greatest tale of woe you ever saw was soon on the blackboard, and then we asked "what can you do about it?" Ultimately they passed over to me the job of a kind of recording secretary to put down the things that a grocer can do to increase sales in the grocery business, because they decided of all the jobs that any grocer had who was on the job, the biggest was to increase sales. If they could increase sales some of the other things would take care of themselves. And so we ultimately produced, for the National Association of Retail Grocers, conference topics, material for twenty meetings of grocers, devoted to the problem of how to increase sales in the grocery business.

An Educational Director

This document was presented to the National Association along with suggestions for an educational program, a program that meant that the National Association would ultimately employ an educational director, that this director would develop various types of instructional material, that he would be free to carry on propaganda to try to organize groups of grocers in different parts of the country, that we

would cooperate with him, that we would endeavor to enlist the assistance of city and state educational authorities and that we would even work with grocery trade associations in the endeavor to get conference groups organized wherever possible.

Conference Committees Organized

After the director was appointed he came down to Washington and spent several months with us. It was a new idea. The man was a graduate of the Harvard School of Business Administration and thought the way to reform the grocers was to preach to them. We had to get that out of his soul and have him see the light. We spent some months with him, and he finally produced some material for conference leaders, for conference meetings, so that last August the grocers began a program of trying to organize conference committees. Between the first of August and the first of April this year they had organized thirty-five conference groups in some twenty-three or four cities, scattered thruout the United States.

Just to be concrete, down in Atlanta, Georgia, Ernest Camper, the proprietor of one of the big grocery stores, led a group for his own employees, going over this material that the National Association had worked out. In the city of Trenton, New Jersey, one of the officials of the State Board for Vocational Education took the lead and organized a group for the grocers. Out in Louisville, Kentucky, a wholesale grocer thought it was pretty good stuff after he read it over and organized a class for his own men. His own men got to talking about it to the retail grocers to whom they sold, and the first thing they knew a lot of grocers said, "Can't we get into these meetings if you think they are so good?" As a result, today in Louisville there are three groups of grocery people working on this kind of program. I tell you that probably within the first of the year the National Association will have reached one thousand grocers, and I think you will realize that they have made remarkable progress with their program. They carry on correspondence as a side issue but after all we feel that the conference program is the start. They

are now using the one unit, and the educational director is organizing a second unit that will be ready next year. There will be a unit on accounting, a unit on credits, a unit on handling sales people, a unit on buying, and so forth right on down the line.

The English Institute

You may know that over in England they have established an Institute of Certified Grocers. It is comparable to our American Institute of Certified Public Accountants and organizations of that kind. It means nothing except that it is a national organization of retail grocers who are administering an educational program, a program that a man doesn't begin until after he has worked two years in a grocery store and then over a period of four years he goes to school a couple of nights a week. He takes a series of examinations and he finally takes a qualifying certificate. When he gets thru he has a piece of paper that certifies he made certain grades over a four-year course and that he has covered the whole field of grocery store management and commodities. That is what is being done there. I would say of the grocery field in England that it is comparable to the kind of certificate a German boy would get who graduated from the Booksellers' School at Leipzig.

I doubt whether we will ever organize a thing like that, because the American mind doesn't work that way. I doubt very much whether an institute of certified grocers will ever be developed in this country. It may come, we can't tell. Certainly the National Association is doing its part. The wholesalers in the country are actively backing it. We recently held a conference—another one had to be postponed—of all the wholesalers interested in the success of the retail grocers, and the problem up for discussion was, "How can we as wholesalers help push the idea of more training for grocers so that the individual grocer can render better service and consequently can buy more goods and dispose of them to better advantage to himself and ourselves?"

We did pretty much the same thing with the Laundry Owners' National Asso-

ciation. They came to us with a problem. "Our problem," they said, "is a problem of increasing sales. The people who do our selling are the routemen who call at the doors. They must be taught how to sell." We organized a program. Today they have an educational director on the job and they are actively working on material that will be used.

Over a year ago Miss Humble of the National Association of Book Publishers wanted to know why something of that kind could not be done for the booksellers. We have had a number of conferences from time to time, and the matter of a program is now up for serious consideration by your Educational Committee.

Briefly the program and the project that was discussed at a conference here with a group of leaders in the industry, publishers and book salespeople last Saturday was an educational program for people employed in selling books. Primarily the objective of that program was increasing the skill and ability of people employed in stores belonging to your association. A lot of instructional material would be obtained from a group of five to six of the finest book salespeople that we could get in the country, from whom we would try to pull out the material for twenty or twenty-five conference topics on how to sell books. This material would be prepared along with certain supplementary material by our organization and be available for use in large stores and in communities where the employees from a number of stores could meet together. It is quite possible in some cases that you might find some public school teacher—usually I recommend not to use them—who could lead the group. Sometimes a book salesman might be an effective leader. Over a period of time your association would try what would be the effect on sales and on the work of your salespeople of a program organized in that way.

Service is Free

I might say that the cost to your association is practically nil. All of this work that the Federal Government does is done without cost to your organization because we are doing this as a contribution to the de-

velopment of vocational education in this country. Selling books is a vocation as much as setting tiles or repairing automobiles or winding motors. We have done work for other organizations and the book people are just as much entitled to it, if they want it, as any other organization. What will be done will have to be judged by what our organization has done in the past, but, if you can let us have for a period of a week, maybe two weeks, we had better say two weeks, a group of half a dozen good book salesmen from whom we can learn good practice and around whose experiences training programs can be evolved for your people, we feel quite confident that it will be a very distinct contribution towards an increase in sales. We take the attitude that a well-educated man is a man who can do his job well and we feel, therefore, that much of the educational work for an association such as yours should be directed towards improving the performing ability of the man on the job and we feel that that can be done. Our

Board is willing to give you all the benefit of all of our experience in this kind of work. I thank you.

PRESIDENT KIDD: The potential value of this program if properly worked out, can't be too greatly emphasized, and I think we are deeply indebted to Mr. Barnhart and the government for their offered assistance and the work he has already done.

MR. MAGEL spoke about the seating arrangements at the banquet and the luncheon to be given by the Associated Book Travelers on Thursday. He also read an invitation from Messrs. Payson & Clark, Ltd., to visit their offices.

PRESIDENT KIDD: The Chairman of the Resolutions Committee has asked that the members meet just outside. The next man on the program has established a well-known and rare book business. The Brick Row Bookshops are known from one end of the country to the other, and today we are to have the pleasure of hearing from E. Byrne Hackett, their creator.

Selling Old and Rare Books

E. Byrne Hackett

The Brick Row Book Shop

YOU had an exhaustive and possibly an exhausting program of education. I promise to try not to exhaust you. The topic on which I am supposed to speak is the "Selling of Old and Rare Books."

I think it is safe to say that the growth in the book publishing and book selling in this country has been one of the most astounding phenomena of recent years. It is perhaps twenty-five years ago that I used to attend the meetings of this body. At that time, with difficulty, we would bring together thirty-five or forty booksellers, of whom I am glad to see a few here. But when one remembers one's experience in traveling the country over and calling on the booksellers, one realizes from the condition of economic unfairness that was in existence in my first decade of book publishing, that the growth that this profession has made in the last quarter century is probably greater than that of any

other of the old lines of businesses or professions. I think the natural result is that it has attracted a very superior intelligence. I think the bookshops of today are vastly better, by and large, than the bookshops that I knew when we traveled the country from here to the coast. I think there is a finer air of independence, there is a fine sense of intelligence and growth about the trade which, but for a few chosen spirits, was conspicuous by its absence in the "dark ages" I spoke of.

Now this growth that has come naturally in the new book business has not left the business of old and rare books unaffected. I think it is quite true that I have seen within the past ten years an extraordinary development in the acquisition of old and rare books by persons of wealth and culture. I would like to go on record here and say that I believe that

this business of ours, your business and more particularly the business of old and rare books, is in its merest infancy. I believe that today where there are perhaps ten, fifteen well-equipped, expensively stocked businesses dealing in rare books, that within ten or fifteen years there will be treble that number, because we find—and I assure you I am not exaggerating—an actual hunger manifest in the rising generation for the acquisition of really good books. After all you know there is nothing mysterious about the quest for old and rare books. It has always existed, it is a fundamental cultural taste in the minds of men. Many of you deal in old and rare books and are competent to talk in the terms of the rare book dealer. A number of you I think have an opportunity that you little realize. A number of you, I believe, could readily take advantage of this developed, awakened taste, and I propose to indicate how you might profit by this newly aroused or at least newly manifest interest in old and rare books.

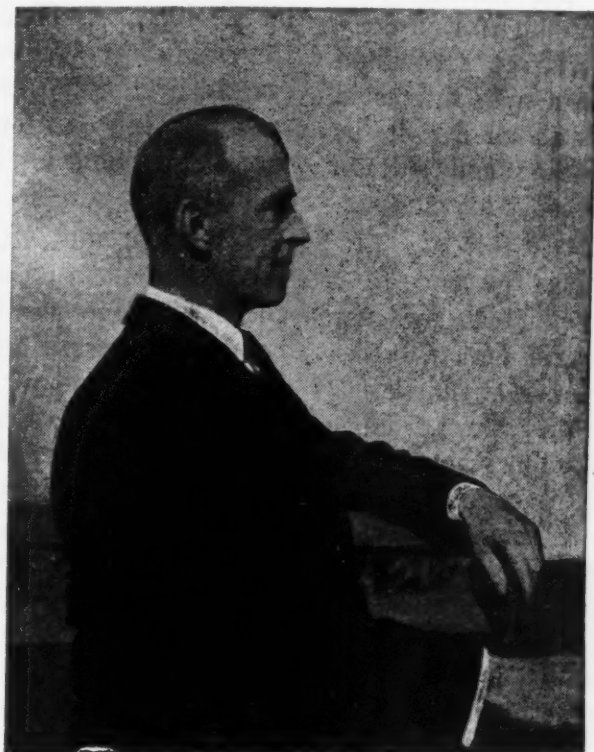
As the business stands today, there are not above fifteen first-class firms dealing in it. There are many people who call themselves dealers in rare books who should not do so, and there are a great many books offered to the so-called collectors, in fact, it is quite astonishing the machinery that is at use or in existence to create collectors of books. Much of it is commendable. Many of the books that are being issued and are making a special appeal to collectors are worthy books and are rightly issued in that way. There are certain abuses in the manufacture of many of the so-called limited editions. Doubtless you have been exasperated and annoyed by the fact that you are un-

able to satisfy the legitimate demand for some of those so-called limited editions. At the same time, I think it is quite possible for those of you who do not already do it, to take advantage of this created demand at a comparatively slight expense. You can acquire the knowledge necessary

to put you in contact with the persons desiring rare books, knowledge of the books themselves, and to add this branch to your new book business, is entirely feasible.

Assuming that you have not up to this time dealt in rare books, that you are not aware of how they are to be acquired, that you have no idea of the economic advantage of acquiring them from abroad, I should say the first necessity would be good lists. I mean such books, such publi-

cations as give you the proper ideas of values, and I should say that it would be essential to have possibly half a dozen of the most recent volumes of American book prices current, which you know can be obtained from the publishers, E. P. Dutton. I think it would be highly desirable to have De Ricci's "Book Collector's Guide." I make this observation, that the values that De Ricci gives are quite erroneous, they are far too low, but none the less it is an extremely valuable and accurate guide to the average rare book that is apt to come into your field. I may say, however, that it deals almost entirely with English literature. In order to have some knowledge of American literature perhaps the best single list that you might have at this time, assuming that you don't want to make expensive investment in bibliographies, would be a checked price catalog of such a sale as the Wakeman sale held last year here in New York showing the



E. Byrne Hackett

current market prices for a great many items, many of which actually are within your reach.

Growth of Book Collecting in America

Now I maintain that in every community that supports a first-class bookshop there are people who are sending constantly to the New York and Boston dealers to acquire their rare books. It would be possible, I think, for a man interested in promoting his business to let it be known that he was willing and able to secure the rare books or books of some rarity that those book lovers desire.

One thing that is true perhaps to a greater extent than in the case of new books is that men who care for old books, men who are collectors, are already eager to buy the books that they want. They don't have to be sold. They have to be given fair copies in good condition at a fair price and they will immediately buy them. There isn't one of our businesses in America today which couldn't increase its sales enormously if it was able to supply the material for which it has orders. Business has not been very good for the past six months in most of the rare book houses, but it is a fact that the men who have the material, the men who are able to secure the desirable items, have actually four or five people willing to buy any single item offered. It is a fact I think that this sums up the change in attitude or perhaps I should say marks the development of taste in this country.

Twenty-five years ago when Sidney Lee compiled his census of Shakespeare folios, he enumerated some 140 copies, of which he allowed that something like 100 were in England either in the hands of individuals or in a number of cases in institutions. I had a definite confirmation of the fact the other day that the balance has now swung to America. By far the majority of the existent copies of the first folio, which is, of course, the rarest and most valuable, not the scarcest but the most valuable single volume in English in existence, the majority of those copies are now in this country, and I venture to think that unless the remaining copies are actually tied up in institutions, and therefore not

likely to come on the market, that the remaining copies will find their way also to this side.

We find that hand in glove with the desire to acquire really good books in English literature, that so-called Americana is having an extraordinary development. In my judgment that development is in its merest infancy. Today, largely because of the publicity given to things, one is impressed by the apparently high prices being paid for fine examples of rare, autograph manuscript or rare book material in this country.

I think it must follow as a logical certainty that these prices will seem extremely cheap in a few years to come, the reason being, of course, that you have a diminishing material and a vastly increasing circle of people who want that material, and, when you consider the prices that men are willing to pay for other articles of art such as etchings, pictures, rugs, etc., of that kind, I venture to say that the present prices for really rare and desirable books, either in the fields of American or English literature, are extremely low. I think that a man can well be encouraged to become a collector if he exercises fastidious care in selection, in seeing that he obtains the actual book in the finest possible condition.

Lucky Finds That Make It Exciting

Two instances have lately come to my knowledge where dealers in new books were unaware of the possibilities of old books passing thru their hands. A dealer in New York within the past month had offered to him and bought for very little a copy of an obscure little book, not much larger than a sheet of this note paper, of some twenty-four or twenty-five pages, published in New York in 1786, edited by David Frank. It happened to be the first directory ever published in the City of New York. The dealer bought it, paid a couple of dollars for it and either hadn't the energy or the industry to look it up, laid it aside and when later a book collector got in there and saw it, and asked what he wanted for it, he allowed that he was willing to sell it for ten dollars. The book collector, behaving accord-

ing to the way some of these gentlemen do behave, said to the dealer, "I will give you eight for it," and the dealer promptly sold it to him for eight. That little book happens to be of excessive rarity. There are perhaps only five copies of it known. I had the book in my possession and I asked a distinguished dealer in his judgment what the book was worth. He said, "Perhaps I can best answer by saying I will give you \$4,000 for it."

Now I don't mean to say that books of that character are to be had very readily, but it is a curious fact also that within the year another dealer—he was not primarily a book dealer I am glad to say—found a copy of Poe's "Tamerlane" and successfully sold it (the finder sold it in this case) to a collector for \$15,000.

Boosting the Price of "Tamerlane"

I knew a member of this association and there are a number of you here who knew him also, a highly honorable and fine member of the association he was, the late W. B. Clark of Boston. He once discovered in Boston four copies of Poe's "Tamerlane," and he used to tell us with pleasure, with much pleasure I am afraid, that he destroyed three of them. At that time Poe's "Tamerlane" used to bring, perhaps \$1200, and he was afraid that the appearance of four on the market would destroy the values and so he destroyed three and eventually sold the fourth for \$600.

Now to give my talk a practical turn, it seems to me that any man who buys good new books, who is eager to acquire the best contemporary output, is ready to absorb the older and the finer books if you are prepared to supply them. I don't think it is unfair to say that there is much larger profit in the old book business than there is in the new book business. That stands to reason. I mean it is just. Like most of these things it works out economically. We are required to have a larger profit because we carry so much of our material so long. Now and then I take down books off our shelves that I have had six or seven years in stock. It doesn't happen often enough, but curiously enough with the old books, the good books, that were bought rightly, they are worth a great deal more than

when we originally bought them. It is really quite astonishing, the development of values for the books that people want.

Adding a Rare Book Department

When we started in New Haven years ago I used to sell "Tom Jones" and used to sell it profitably for \$85.00, that is, the first edition of "Tom Jones," a little six volume set. Two months ago in London I had to pay 100 pounds for a single copy of the book, roughly \$485 or so. That is true in general of practically all the sought-after books of our time. It is true that some tastes are now neglected, it is true that certain grades of books, a very high grade of books, the classics printed by Elzevir and Aldine, can be bought as cheaply now as a century ago, in fact more cheaply, but there is a constant winnowing out of the wheat from the chaff. I am sorry to say dealers in new books are constantly being imposed upon by being offered the chaff.

You frequently ask your clients who have a taste for good books to buy those limited editions or pseudo-limited editions, for which you have to charge a reasonably high price, often on a short discount, when actually you could give the collector very much better value by giving him some of the older books and some of the books in good bindings. The remedy really lies within your own hands. Unquestionably if your customer is satisfied he will return to you, and I have seen time and time again in Cleveland under the guidance of a member of this association, in Los Angeles, in Minneapolis, I have seen in a number of small town shops, whose primary business was to deal with new books, build up departments of rare books and make conspicuous and profitable successes of them. There are men and women in your communities who would prefer, everything being equal, to deal with you. I am also sure that I speak for others when I say this, that there is not one of the old, well-established rare book dealers who would not be willing to send you on approval his valuable books if he were satisfied that he was insured of considerate treatment. I am quite certain of that.

The English dealers who sell to us—

and we buy perhaps 80% of our product from the English dealers—are a most courteous and reasonable lot of men. If you found it impossible to obtain in this country such a volume as the Kelmscott Chaucer, I am satisfied that any of three or four of the London dealers would be willing to send you that book valued at \$1250 on approval if there is a reasonable expectation of your selling it.

The really desirable thing, of course, would be to have a stock of those books in your bookshop. That isn't always feasible. To do the thing adequately requires a considerable amount of capital, but I can see that if you acted between the collector and rare book dealers, there is really a line of profitable contact for you. We are very often asked to buy libraries, when if the bookmen in that town had the necessary knowledge it would be possible for them to acquire the library for the New York dealer and make a handsome commission in the doing of it. And it would be possible for them to safeguard the interests of the client who is selling that library and insure his getting a fair price, tho I must say that the majority of the dealers in New York do give fair prices for the libraries and lots of books that they buy. Competition is very keen, but the same qualities that make for success in your business make for success in our business and fair dealing earns dividends.

Dramatic Moments in the Game

Of course it is a most fascinating game. I think that we have an advantage on you there. The dramatic possibilities of the rare book game are simply extraordinary. I am normally a truthful person, but were I to tell you some of the adventures that I have had in the game of acquiring rare books you would think that I was a tremendous prevaricator. I will tell you one, because as I came over here from my office to keep my appointment, I was turning over the pages of a large folio volume that had in it fourteen pieces of paper, maybe more than that, but it had fourteen pieces of paper of extraordinary interest, and those little bits of paper, many of them just about this size, were in the hands of Oliver Goldsmith, receipts for the majority of the literary work he had done. I got

a thrill in handling the receipt for "The Traveler," and a thrill which I hope I can convey to some collector or other. You get pretty well to the heart of the joy of book collecting when you discover, as I had the good fortune to discover, this group of literary material, the papers of Goldsmith which had been lost for one hundred years. It came about in this way.

A census was recently published of the known writings of Oliver Goldsmith, and the university teacher who had listed all these papers was confronted with the fact that sometime about one hundred years ago all these receipts for his literary work had been in existence, in fact, they had passed thru the hands of Prior, the editor of the "Life of Goldsmith" and then they dropped out of sight and were not to be found anywhere. Now it is an extraordinary fact, but a rare book dealer knows that it is true that there is less manuscript material of Goldsmith than there is of any other writer of equal celebrity, so it was an obvious thing for me to desire to come across this lost material. By one of those pieces of good luck, of which I have had several because I have been hungry for books, I inquired in an obscure little shop in London a year ago, and the man allowed that he knew of the existence of this portfolio. It didn't take very long for me to have the privilege of examining it, and I knew immediately that it was the lost Goldsmith-Newbery correspondence, and with certain other little transactions to be gone thru, the papers are now ours, and will one day confer great distinction on some American collector.

Now that sort of thing happens more often than you think; and what also happens is that dealers don't always realize that they may have actually around in their stock items of extraordinary value. There is one living American poet, Edwin Arlington Robinson, whose early work brings an astonishing price (not in my judgment too high a price) but if you have in your stock a copy of "The Torrent or The Night Before" in a little gray paper, bluish gray paper wrapper with the title on it, telling that it was published in Maine some twenty years ago, you will have a book which has brought \$350 at

auction within the year, or if you have one of the copies of "Captain Craig," issued by Houghton Mifflin Company on Japanese vellum, someone was willing to give \$800 for it a while ago. It appears that there were about fifty copies of that book issued. I should say that of those fifty copies it is possible that there are ten or twelve copies, possibly double that number, on the loose so to speak, I have gone hunting, even before I became a second-hand bookseller, and it was often possible to find in the new bookshops really desirable items, first editions that had crept in there.

I can imagine that some of you will perhaps look on the top shelves at those dead poets that look very dead indeed, to discover if you have Emily Dickinson or Amy Lowell or, of course, Edwin Arlington Robinson first editions.

The greatest delight we get, the greatest compensation for the arduous character of our business is something that we have, I think, to a greater extent than you possess, and that is the delightful contact with men and women who care for books, and contact with men like Beverly Chew, William Harris Arnold and Winston Hagen, indeed a privilege. I should say in all justice to modern collecting, that, if anything, women have become the keener and the most able collectors of books. Of course Amy Lowell was a host in herself. Her bigness of aspect, her eagerness of quest and her generosity in dealing with the men who brought her the material that she wanted made her an extraordinary figure, but there are many such. Of course, it is noteworthy that in the past a number of the greatest collectors were women. The Baroness Burdett-Coutts had the most valuable single copy of Shakespeare. Her first folio realized \$57,000 at her sale. Now I think it could not be had for less than \$100,000.

Mind you, English literature dealers have to derive perhaps 75% to 85% of their stock from the old country. Yet, within the past fifteen years more important, more rare, more choice books have been sold in this country than have been sold in England. The Clawson collection of last year brought something over half a million, and it contained a number of books

of which the only copies in existence were those in that collection. Three were unique, I think. In the case of half a dozen others it had one of four or five known copies.

We have actually reached the point at which because of the multitudes of books which have come over here, English dealers have now to come to us occasionally to secure rare books. That is, of course, only to a relative extent, but I have had within the past couple of months not less than nine orders from well-known English dealers to try to buy back books that we had previously bought from them.

A Prophecy

It is a delight to me to see this association characterized by the note of hopefulness and enthusiasm and efficiency. It seems to me that it is the beginning really, only the well-formed beginning of a very great development in this country. I, for one, welcome all the manifestations of it that I see. I believe in anything that tends to promote a love for books, a knowledge of books and the acquisition of books. One unflattering thing I can say to you. I regard the book business as still the most backward of all businesses of similar importance in this country, but at the same time the earnestness of your group and the way this association has grown and the steps that you are taking, looking toward the education of people coming into the business bids well to give this business the standing that it should have. But when you consider that the total turnover in this business is grossly inadequate compared with almost any other expression of enjoyment or of culture, it shows that there is an immense amount to be done. I am sure that you are on the way to do it and I wish you well.

PRESIDENT KIDD: I am sure we shall have to admit that the old and rare book business is the real romance of bookselling. Yesterday we had a report from Marion Humble and in it she emphasized the importance of the new movement toward branch stores. Today we have Dr. Mabel Ulrich of the Northwest with us, who will discuss this in her paper on "Branch Book Stores."

Branch Stores

Dr. Mabel Ulrich

Mabel Ulrich's Bookshops

I MAY as well admit in the very beginning that this is going to be a very personal talk, and I allow you to accuse my sex once more of always being the personal sex. I don't know anything about running branch stores. I know very little about the book business; so when Mr. Eisele wrote and asked me to talk about branch stores simply because I have three, I felt at once that it was up to me to say "No," because I don't know enough about it. But my very eager staff insisted that I should come and tell you what we had done simply because when we wanted to start in such a movement we had no precedent to go by, we had no experience at all, so they maintained, even if I didn't know anything, perhaps the story of our experience, our adventure, if you like, would be of interest to you even if it didn't have any particular value.

I have been in the business only two years. You see as far as this book business goes I am only five years old, anyway. I had been in the business only two years when some of the women of the town of Rochester, Minnesota, came up to see me in Minneapolis and asked me to start a shop similar to the one I had in Minneapolis in their town. The conditions in Rochester, Minn., are probably unique. I don't suppose there is another place in the world quite like Rochester, Minn. That is because, of course, it is the seat of the famous Mayo clinic, a clinic whose growth is so phenomenal that no one appreciates it until he has visited the town. The clinic was started just a few years ago with a small group of men and last year it had 80,000 new patients. This town is a town of 15,000 residents and two or three hundred of them are physicians, with their families, who are working in the clinic.

Of course as soon as I heard that it was a town of 15,000 and had a floating popu-

lation of 80,000 and in addition to that found out that each one of the patients brought two and one-half well people with him, it seemed to be a perfect place for a bookshop, because the town was like so many in the Middle West where there was absolutely nothing to do except possibly go to the movies. It seemed to me that these two and one-half people who came with the sick people were our legitimate prey and that the thing to do was to open up a shop which would be so attractive that they would find that here, at least, they could while away some of the very, very tedious time that they nearly all experienced.

I found out later to my disappointment that of the 80,000, plus the two and one-half well, a large majority of them, over 75% in fact, were farmers who were very closely related to their immigrant days and who wouldn't think of buying a book under any consideration, so that it didn't seem quite such a wonderful situation as I thought in the first place. However, it is an arresting sort of a place to try to put something over, and these very enthusiastic women, most of whom were wives of the doctors living there, and many of whom were college educated, came to me and said, "If you will open a bookshop down in Rochester, we will do all the work for nothing." Altho I didn't take very much stock in that, I still thought here is an enthusiasm that ought not to go unrewarded, and so my silent partner and I leaped into her Marmon car and dashed down at seventy miles an hour, which is her usual rate of driving, to this little town which is about ninety-five miles from Minneapolis. Of course as soon as you see a place like that and talk to a few people, you say it is no use, but we came back with a location for a bookshop and proceeded to lay our plans.

We hadn't been back twenty-four hours

before we got a telegram from a couple of girls running a bookshop in Duluth, announcing that one of them was going to get married and her prospective husband insisted that she sell the bookshop at once; so wouldn't we buy the bookshop? As I said, I hadn't been quite three years in the business, so it seemed to us just as easy to run three as two, why not? And so we simply jumped into the Marmon car and dashed one hundred and ninety-five miles up to Duluth and came back the same night with another bookshop. That is exactly the way we achieved our three shops. I can say three because the first one was taken over in precisely the same manner.

One Way to Open Branch Stores

Then that leaves St. Paul. We always had our eye on St. Paul because St. Paul is a city which is almost as closely allied to Minneapolis as Brooklyn is, for instance, to New York. I hope no St. Paul people are here. If they heard me compare the two that way, it wouldn't be safe for me to return. However, that is the actual situation, and we had been thinking for some time that the only logical thing for us to do was to have a St. Paul bookshop. There was a nice, little shop already there in addition to the larger, more pretentious ones and so we had to bide our time. The time came when this other little shop came to us and said that it was very glad to surrender to us. It wasn't a time when we were ready to take it over, those things never come when you are ready—we had just taken over two, we didn't have any more money, and we were not at all sure that we knew how to run the three that we had, but by this time we were a little bit drunk, and we said "all right," and we took the St. Paul Bookshop.

That is exactly the way we got four shops. Now for fear that you may think I am entirely crazy, I want to say that every one of them paid, not according to my figures but according to the figures of an accountant, so it wasn't quite as mad an idea perhaps as it seemed.

The Rochester shop perhaps is the most interesting because of its unique situation. We do get a great many transients, in there, people from all over the world, a

great many South Americans come up to Rochester to be operated on—they seem to need many operations if they live in South America. We also have Chinese and many Australians, and the shop has as cosmopolitan an atmosphere as any shop in New York, without any doubt, and in addition to that, of course, we have the usual small-town people who are buying the latest book so they can talk about it at the next woman's club meeting. Altho just now we have had a little difficulty because a woman comes down from Minneapolis once a week and gives lectures on the newest books to some club women, and one of the women found that it saved a great deal of time to listen to the woman and not have to read any of the books, so that has been a much more serious interference with our business than the Literary Guild has been.

Volunteer Help

Needless to say we didn't use the volunteer help offered to us by the Rochester ladies. However, we used what might just as well have been volunteer help. One of the greatest difficulties of running a chain of bookshops, as, of course, the greatest difficulty of running any one bookshop, is getting the kind of help you want. Since neither of us had had the slightest experience with small towns we believed everything that anybody told us, and when the people from Rochester said, "There is going to be a natural suspicion of a Minneapolis firm coming into our little group and establishing a shop. The only way you can offset that suspicion is by putting in one of the local women to run it." We believed them, and we got really a very valuable manager, a woman who had a very broad, cultural background who was living there and was the wife of one of the leading men in the clinic, and everything seemed to be going all right. We opened up about the first of November and by the 15th her husband had developed a very serious illness and she called me up by long distance and said she was leaving that night for Denver and there was nobody in the shop.

So we dashed down again at seventy miles an hour to this shop and were met by this woman who said she had got an-

other doctor's wife to come in and do it. Well, this is the sort of thing that happens to you when you try to get a local lady to help you out. I had an appointment with this woman, and I waited and I waited, and, about two hours after she was supposed to come, she came in, all dressed up for a bridge party in the most elaborate clothes and explained that she was awfully sorry, that she was longer in dressing than she had expected and she could only stay a minute as she was due to play bridge right away, that she would be glad to take the shop and begin tomorrow. And that was the kind of experience we had while we were trying to get local people.

The Problem of Distance

Since then we have disregarded their advice and things have gone along much better. Of course, it is a great problem when you are as far away from your staff as Minneapolis is from Duluth and from Rochester to keep a good staff going all the time. Just now we are feeling extremely fortunate, but it feels like living on a crater of a volcano which may explode at any moment.

Duluth is a town of about 100,000 people, and while there had been department store bookshops there, there hadn't been any little intimate shop. Rents were so high that we didn't venture to take a location. It is one of these cities where there is one Main street, and, if you are not on the Main Street, you might as well be dead, and the rents on Main Street are likely to kill you if you are in the book business. So we didn't have very much choice, until one of the department stores there offered us a balcony, and we took that as a concession and fixed up a really very attractive place. The first year we just got along the best way we could, breaking even at the end of the fiscal year. This year for the first three months we have more than doubled what we did last year, so that we have every reason to believe that shop is going to go over.

Of course, one of the interesting things about having shops in different localities is that you expect at first that you are going to sell entirely different types of

books but that is true to a very small degree only. It takes Duluth about three months longer to get onto new books than it does other places. That isn't because Duluth isn't a very intelligent community but because it is remote and it doesn't seem to pay as much attention to the newest things, perhaps, as some other places do.

I had thought that in Rochester we would need a great many more books of what we call light fiction than we would in the other shops. At first we ordered a great many more, my idea being that people in hospitals to while away the time or while waiting for other people to get out preferred to read detective stories and mystery stories and that sort of thing. We do sell relatively more detective stories down there than in other places, but not because the patients, but because the doctors read them.

Being a physician myself, and also being a great lover of detective stories, I have found that most doctors, have as their main line of reading either something very highbrow or the cheapest, rottenest kind of detective story. So that in Rochester we sell a great many detective stories to the members of the clinic, but for the most part we sell precisely the same books in Minneapolis and St. Paul. There is a little difference between Minneapolis and St. Paul. St. Paul buys more non-fiction relatively than Minneapolis, because St. Paul has more cultured people and St. Paul is an older civilization, and it is also partly due to the fact—and this I say blushing, that men read better books than women, and that more men come into the St. Paul shop than in to our Minneapolis shop, which is due entirely to our location.

The Advantage of Varied Stock

The advantages of branch shops I think are several. In the first place you can have a more varied stock if you have a little bookshop. We wanted to keep the little bookshop atmosphere, that is why we went into the thing, that is what we were interested in; we didn't want to have a great, big bookshop with every possible book that ever was written. On the other

hand, we did want to make some money, and we felt that if a bookshop was too little and too charming, too personal we wouldn't make any money, so our idea was that by having four little ones perhaps we could compensate for their littleness and also get a greater variety. As Mr. Huebsch said this morning, when you order a variety of books you have four places to sell them instead of one, and you can shift your stock around to very great advantage.

In order to do this, however, you have to do a good deal of detail work. We find it necessary to have a card catalog of every book in all the shops except in the Minneapolis shop. All the buying is done in Minneapolis. Now that, of course, has certain disadvantages. You will possibly think at once that the managers in the other shops would lose interest. We endeavor to persuade the representatives of publishing houses to send their announcements of new books and catalogs always to the branch shops before they come to Minneapolis. I say we endeavor to, because unfortunately most of them don't do it, but theoretically they do, and theoretically the manager checks the stock and indicates on the new list the number of copies that she thinks she can sell.

System of Checking Stock

We have no men managers. I have found that it is easier to get a good woman cheap than it is to get a good man cheap. While I deplore the fact, the result is we do have women managers. The manager then checks the stock and checks the number that she thinks she will be able to sell, with the understanding that it is left to my ultimate discretion, but I do get a pretty good idea of the sort of things they want in that way, and they are perfectly free, of course, to suggest that I get an additional number for them for some particular occasion.

Then our catalog is made up of all the books we buy and, using different colored cards for each branch, we have at all times a complete list of all the stocks. You see the day's sales are reported every day, and it takes about two hours of a girl's time to check the sales up, according to our

system, against the card catalog. The advantage of that is that you very often can get rid of what seems a dead book. Someone may come in and ask for a book that you haven't got but there has been one lying in the St. Paul shop, perhaps, for a couple of years, and you go to the card catalog and find it and get rid of it instead of reordering on it. We have been able to move a lot of stock in that way, which we couldn't have done otherwise.

The Mailing List

Take the matter of St. Paul, for instance, selling more non-fiction. St. Paul doesn't seem to be so interested in having the very latest non-fiction, and the result is we can send over there books we can't sell in Minneapolis. That, together with the variety, are the two advantages in making the shops interesting and keeping down that sort of expense and the danger of dead stuff.

The disadvantage, of course, is the work, which is the disadvantage of any good job. It does mean a great deal of work. It means that the person in charge has to carry a great deal more in her head than she thought her head was capable of carrying. It means very frantic trips from one place to the other often. It means, perhaps, work out of proportion to the amount that you make out of it. As I say, the St. Paul shop isn't a year old yet and the other shops are not two years old yet, and so it is very difficult to give any really definite information as to how they are going to get along, but we are all convinced that by having the four we have been able to make every one of the shops more interesting than any one could have been without the other three, which, perhaps, is worth while.

The regular bookkeeping is done in the Minneapolis shop. Of course, each shop takes care of its day's sales, and so we find by having a high-priced bookkeeper who takes care of all the bookkeeping that we do better than by having a low-priced bookkeeper in each of the four shops, so that has worked out very satisfactorily. We have a very good bookkeeper. In addition to that we have an accountant, who comes in at least once a week and keeps

us straight, and, of course, it is due to that, perhaps, that we have been able to get along at all.

One of the things that has been rather interesting is that we have got an increased mailing list, a mailing list which is very much larger than any mailing list we could have got any other way. We publish every month a little book sheet of book reviews, and it means that instead of sending out about 3,000 on our mailing list in Minneapolis as we did before, we now have between six and seven thousand actual customers who get this, and they are on our books as charge customers.

Another thing, our reputation has spread very much more widely over that part of the country so that recently we were asked to go up to Fargo, North Dakota and put on a book show. That is one of the things we have in mind. We are going to be peddlers, we are going to go to the hotels—really, it is great fun. My daughter and I went up to Fargo and took a showroom in the hotel. The porter said, "Ladies, you need clean sheets" and he put clean sheets on the boards and spread out our books, and we invited the people of Fargo to come in, and we sold quite a number of books, but, better than selling the books, we got a lot of new people interested in our shop so when they come to St. Paul or Minneapolis to do their shopping, as they all do, they come to our shop and get their things. Next month we are going to drive to various other large towns with a stock and try out the same thing. It is, perhaps, the most actual fun of anything that I have done in the business.

Reviewing by the Sales Staff

One of the things also that we do is to get out constantly little mimeographed or multigraphed sheets, reviewing the books. I found out that very few people in the shop read a great many books. They read the ones they like and that means a great many, but as for taking home armfuls the way the poor boss has to do and going over quantities of them, that isn't done. So I write short reviews, and I am making all the staff do the same thing. Each one has to write a review of everything he or

she reads. If they are good enough they are multigraphed and signed, and we send them to the branches and all over, so that every one working in the shop has them to show to the customers.

Of course, the situation is so different in the Middle West from anything here that it doesn't apply to any of your problems, but it does show that there can be small bookshops if they are linked up together in communities which ordinarily wouldn't support a small bookshop, and it does show that they can be made to pay. We have had repeated requests from all over the Middle West to add to our four shops. In Fargo they came to us and offered to furnish all the capital and persons to run it if we would install a shop and give our name to it. We have had that same request from two or three places in Iowa and even down as far as Kansas. A woman came down from Winnipeg and asked us to put in a bookshop up there. People want bookshops and are willing to pay for them, but they need a lot of guidance, and I believe this kind of branch shop, which I wouldn't dignify at all by the name of chain shop, might answer that problem. There is a great deal more work to be done on it, of course, before it can really be an efficient organization. The thing that has made it possible for us at all has been the generous cooperation of the publishers. We found them ready to back us right to the limit in anything we asked them to do, and we recognize fully that without this we would have collapsed long since. It has been an interesting experience, and I would be very glad if anyone is particularly interested to ask questions later, to give you any information that I am in a position to give you on the subject. Thank you.

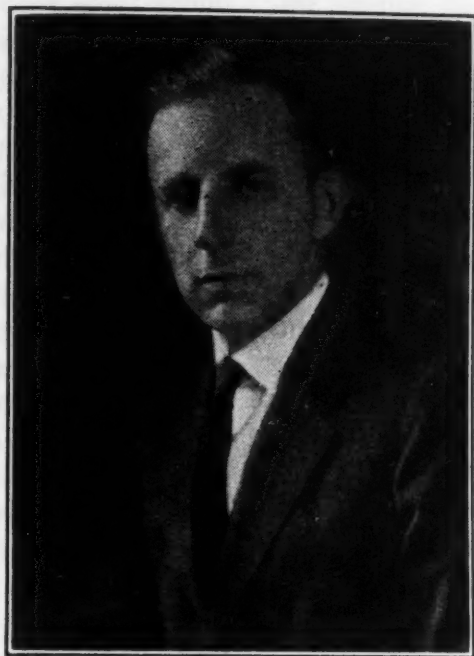
PRESIDENT KIDD: One thing that Dr. Ulrich has failed to tell us about was her charming personality which, I believe, is the secret of her success up there, and I do think that if we all had such charm we, too, might dash around in Marmon cars.

The next speaker on the program is Dr. Charles Francis Potter, of the National Association of Book Publishers. Dr. Potter.

The Work of the Bureau of the National Association of Book Publishers

Dr. Charles Francis Potter

I AM giving a year out of my life to the lecture work of the National Association of Book Publishers because I believe that the widespread distribution of books is a patriotic and necessary service in a democracy, for the very existence of the democratic form of government depends upon the supposition that men are intelligent enough to govern themselves, but sometimes we are led in this country to wonder if they are.



Charles Francis Potter

A story has been going the rounds about something that happened here in New York not long since when a teacher in one of the schools had been talking about liberty and democracy and what it all meant. At the close of her talk she put a certain test question to the class to see if she had got her message over. She said to them, "Is there any little boy or girl who can tell me what the Statue of Liberty stands for?" There was silence for a while until one boy raised his hand and said, "Teacher, I know," "Well, what is it, tell us?" "I know what the Statue of Liberty stands for, teacher. Because it is too wet and too deep to sit down."

What does the Statue of Liberty stand for is the question that we need to ask ourselves repeatedly. One publicity man with more enthusiasm than sense said recently, "There she stands with the wash-

board under one arm and a cake of Ivory soap in her hand." But what is that she has under her arm? It is a book that she has under her arm and she is holding aloft the torch of liberty, and if that book slips the torch is going out. I don't mean that there is any electrical connection between one arm and the other. You know what I do mean, namely that the minute democracy neglects book distribution there is danger, a great danger, for when a man gets to the condi-

tion where he doesn't read enough to know what is going on, any demagogue can come along and tell him, "Vote for the Demo-republican party and the five cent fare" or something like that, and the poor goof will believe it and vote because he hasn't read enough to know any better. Consequently the distribution of books in a democracy in spite of the regulations of the United States Post Office is an extremely important thing and needs to be stimulated, encouraged and developed by every possible means.

And so I am engaged in this work of the Lecture Bureau of the National Association to try to devise new means and better methods of getting back of the ordinary advertising of books into that subtle something, that terra incognita known as the book consciousness of the American peo-

ple to find out what makes a man read a book anyhow. How does a boy get to love books, as we say in Ohio? What makes a person want to read a book? How can he be led to become interested in books?

I have been conducting an experimental trip. I am just back from a seven-weeks', nearly eight-weeks' tour which started in Schenectady and went as far South as Louisville and as far West as St. Louis and as far North as Grand Rapids and wound up in Philadelphia the other day, a trip which has given me an unusual opportunity for experimenting and testing to find what method can best be used by this Lecture Bureau to discover how people form reading habits and how, if they haven't formed the reading habit, it can be started in their minds. I thought perhaps you might be interested to know the day's program which I usually follow. I see a number of familiar faces here and there, hither and yon, of people who have cooperated with me in this venture, so what I have to say will not be altogether new to all of you, but to some of you to whose towns I shall probably go this fall. The sample ideal day is this:

Talking Books to High Schools and Rotary Clubs

I arrive in the town late the night before or early that morning, depending upon my previous day's engagements and am met at the hotel at about eight o'clock by the leading bookseller or the superintendent of schools or the librarian or all three, and conducted to a high school where I speak at half past eight to 1,000 or 1500 young people. Then I go at 9:30 to another school and at 11:00 o'clock to a third high school, speaking sometimes to as many as 4,000 high school boys and girls in a single morning. I speak to them on what books may mean to young people. I use the most simple and direct illustrations possible. I try to anticipate objections. For instance, if they think that books take too much room and they live in a city where there are apartments and nothing has been planned for books, I point out that books do not necessarily occupy much room and hold up my hand like this and tell them that I have a volume containing three

quarters of a million words, the Bible, the Old Testament and the New Testament illustrated, which certainly doesn't take up much room, a person can get the entire works of William Shakespeare in one thin paper volume. In such ways I meet their objections. I point out that there are books that are interesting in spite of the fact that in some of our high schools when I mention "Ivanhoe" I get a deep groan from the entire assembled 200, because they have been having "Ivanhoe" crammed down their throats. I try to open their minds to the vision of the books that there are that they don't know about but which our more progressive schools are telling them about, fascinating books of all sorts which open to them the doors of new experiences and make life vastly interesting. I point out to them that it is very important that they should select the right sort of books for themselves, and the sentence which I have used most frequently and which they themselves have most appreciated is this:

"It is what you read when you don't have to that determines what you will be when you can't help it."

They seem to get the point of that and then I have them repeat it, memorize it there in the assembly and I quote to them a sentence or two about books. I frequently take that motto which is over the reference room of the New York Public Library, the quotation from Milton: "A good book is the precious life blood of a master spirit, embalmed and treasured up on purpose to a life beyond life," and I try to get that over to them, have them memorize that and thus open their minds to the tremendous possibilities of contact with great personalities which books afford.

Well, after I have gone the rounds of the high schools in the morning it is usually time to make a dash, not always in a Marmon, but a dash nevertheless, frequently in a yellow taxi to get to the Rotary Club at noon. I usually speak at the Rotary, Kiwanis, Lions or some one of the fifty-seven others that have sprung up in the country under the guise of men's luncheon clubs, and there I talk to the assembled fifty or four hundred, as the case may be, about what books may mean

to business men and the importance of books in the life of the community, or about the relation of books to prosperity. I tell them that a bookless town is a shiftless town, and if they wonder why business isn't any better than it is perhaps if they distributed more books it would be a good thing, that they would find out that the distribution of books helps business.

In all of these matters I see to it that the local bookseller is featured. If possible I have him introduce me at the high school in the morning, and when these four thousand prospective customers see the progressive bookstore man of the town standing up in front of them, and when I tell them what a good fellow he is and what fine books he has down in his store, it has frequently happened that before I got my day's rounds finished, a group has come from the high school into the bookstore to buy books, which, after all, of course, is the main purpose of my lectures, to get people, young and old, to come into your bookstores to buy your books.

Well, at the Rotary Club I have interesting adventures, and at the other noon clubs. I use "Rotary" as a generic term, I have no favoritism. At the Rotary Club a number of interesting things happen. Sometimes it is the thing for me to do, not always, but sometimes, to point out that their city is the lowest of, we will say, twenty cities of similar size in its per capita appropriation to the local public library. Sometimes that is the thing to remind them of, and every bookstore man who knows his oats, of course, knows that the success of his business depends upon the success of his local library, that the more books that are circulated there, the more book consciousness is created in the minds of the people. During this whole trip I found only one bookseller who considered the library his rival and not his cooperator and he was down in—well I won't say where.

Well, these noon luncheon meetings give me an opportunity to test the temper of the communities to find the general attitude of the business men towards books and to turn their minds toward the problem of the local library and the local bookstore. Usually I arrange, subtly suggesting in various ways, to have one of the local booksellers, the one who has been most

interested in cooperating with my work, sit beside me at the speakers' table and have the president of the club introduce him so that he can introduce me to the group. That is a little trick I learned toward the end of my trip, and, furthermore, I like to have the bookseller himself have distributed at each plate at this Rotary luncheon a little pile of literature, not only our own N.A.B.P. material, but his own lists of books that he has in his store.

In the afternoon I usually speak at a ladies' literary society, and forebear because the time is brief to tell you of some experiences I have had there. I try to suggest that even those who love books might occasionally buy one and read it instead of playing bridge. I recall one occasion when a lady who was so effervescent that I nearly had to use an umbrella, simply bubbled over about her love for books and all the time in the corner of the room was an ancient haircloth sofa of the vintage of 1882, sagging in the middle from three generations of lovers, which she had propped up by four calf-bound volumes.

Helping To Organize Book Interests in a Town

Then usually there is a dinner that somebody puts on for me at 6:30, either a local church or a fraternity group of my own or somebody in town that I have known before on previous lecture trips, and, at this dinner, I am usually asked to give a little talk on books. I escape from the dinner about 8:15 to meet an 8:30 appointment for a mass meeting at the public library or somewhere else, and there I speak on the value of books in the home.

I will not elaborate further on such a day but you see the possibilities of cooperation there. I really believe that this lecture bureau has been the means in several communities of bringing together certain factors of book distribution in the community that should have been working together, but had been just a little bit touchy about each other,—I won't say antagonistic, nothing like that, but a little bit touchy and a little bit jealous of their prerogatives. I have seen booksellers get together and form a booksellers' local group in the town while I was there which gave

me a certain thrill, this creator spirit you know, and then I have seen bookseller, librarian and superintendent of schools forming a local committee to assist me in my work of creating book consciousness in the community.

In other words, I believe that this is a prophetic work of vast possibilities for the future and that its extension by the training of other lecturers along these lines to follow out the methods which I am endeavoring to discover, will mean for the booktrade a greater tomorrow than today maybe. I have learned some things. I am not saying some things that I said when I started out, and I have added some things to my repertoire that I didn't have when I started. It is a pioneer, exploring work and if any of you, in any of the communities where I have been, have found certain things in my work that did not seem to you worth while or that seemed opposed to what you thought ought to be done, you will confer the greatest of favors if you write to me and tell me what you think could be done to improve this method.

I am starting out Tuesday in Brockton, Mass., and swinging all thru the New England states. It has become evident lately that some of the places in the vicinity of Boston, we will say, might well have lectures on books, and I am going to be very careful, of course, but we will say Maine and New Hampshire and Massachusetts and Connecticut and Rhode Island. I expect to cover the major cities of those states in the next month, and at the end of that time I hope to know more about the subject than I do now.

I just want to tell you that I am enjoying the work and that I want the cooperation of those of you who are in the cities which I have not yet visited and that, if you want this work done in your town, I hope you will write Marion Humble and tell her about it. Thank you.

PRESIDENT KIDD: I am sure after Dr. Potter's very excellent address, that his bookings as soon as we have had a

chance, will be about two or three years in advance. I am going to have him in Cincinnati this fall if I can possibly do so.

There are a few announcements to be made. Ike Ottenheimer is still hankering after a few more certificates. I think he is still short twenty-three.

On account of the printing of the program there has been some confusion about the group conferences tomorrow. You will notice that the Small Town Bookstore Group is down to meet at 3:00 P.M. It meets in the morning. Mr. Herr has instructed me to tell you that he will have his meeting in the morning and not in the afternoon as it is printed here.

We have had an invitation from the *Herald Tribune* to come down to the plant at our convenience, to have us watch the color presses at work on the book section, and I presume there will be a lot of material immensely interesting to the people here.

MR. OTTENHEIMER announced that he was short twenty certificates and asked the people present to turn theirs in if they had not already done so.

PRESIDENT KIDD: The Resolutions Committee—I spoke of this when we opened this afternoon—instructed me to tell you that the resolutions will be closed tomorrow afternoon and, if you have anything to say at all or anything you want brought up, it will have to be brought up at that time or otherwise it will be carried over for one year. It is getting to be such a job that it requires practically all the time of these members who are here to handle that part of our Convention work and they can't extend the matter over until Thursday because of the business session in the morning.

I hope tonight that you will all turn out, and I am sure that you will have a very lovely time, from ten to two. I don't know whether we will be able to stand it that long, but from all indications we are going to have the best time we have had so far. If there is no further business, we will stand adjourned.

WEDNESDAY, MAY 13, 1927

Wednesday was devoted to Round Table discussions, reports of which are included in the account of Thursday's meeting by means of the chairmen's reports to the General Convention.

THURSDAY MORNING May 12, 1927

Reports of the Round Tables

I. College Bookstore Association

H. E. Meese, *President*

University of Pittsburgh

MR. President and Fellow Members of the Booksellers' Association: You will realize that the college group was well attended and interesting, when I tell you there were sixty members present, and discussion was still active at five o'clock last evening when we called it off to reconvene this afternoon.

Our discussions were on subjects of mutual interest to members of our own group. One of the most promising results of the meeting was the appointment of the Committee to work in closer relationship with our Executive Secretary, Mr. Meyers, to the end of further developing the use of the Clearing House among our own group of members.

Another outstanding feature of the session was the decision to issue a bulletin within our own group, this bulletin to be issued monthly, bearing items of interest and trade information to our own members.

We come here once a year, getting together in conventions where we create new friendships, establish new contacts, listen to discussions on topics by experts in their various fields, have our amusements planned for us in the evening, and all this



H. E. Meese

is made possible by the work of the executive officers and the various committees of our parent association. So with this in mind, the college group desires me to express at this time to the officers and executive committee their sincerest appreciation.

During the meeting the following important Report on College Bookstore Relations to Publishers was made by the Committee of which B. E. Sanford of Cornell Cooperative Store, Ithaca, was chairman:

Our first impulse was to write a series of letters to publishers protesting against the discrimination now made against the college bookstore as a class. On second thought this appeared to your chairman as a waste of effort inasmuch as Mr. Pearce gave to our members the list of discounts which the publishers allowed dealers. Then there is the matter of credit and other considerations which a seller must have in mind in selling goods.

This brings up an important point. Are we as a group as good credit or as good merchandisers as the average store? This is not brought up with the idea in mind that the college bookstores are inferior but that we may consider ways in which we

may improve our stores and serve our communities better.

From our point of view the greatest trouble is that the publishers' College Departments which were formed, undoubtedly, with the idea of securing the adoption of books in colleges and to give a closer cooperation with college teachers have changed gradually to a separate sales division in their organizations. Under this plan the college departments are permitted to give only 20% or some such small discount and very loath to pass up any orders to the Trade Departments of their firms. Naturally, to keep peace in their organizations, the head of a publishing house must back up the action of a department head.

There are two possible solutions. First, let the college bookstore divide its orders, sending some to the Trade Department and others to the college department, and the other, and I think the better, to do away with their College Departments as sales agencies.

Your committee is in favor of the latter and offer a resolution which shall be sent to all publishers expressing that fact.

The following officers were reelected:

President, HARRY MEESE, University of Pittsburgh Bookstore, Pittsburgh

Secretary, MAY DENNIS, Washington University, St. Louis

Treasurer, WARD G. BIDDLE, Indiana University, Bloomington

Directors:

FRED H. TRACHT, University of Chicago, Chicago

B. E. SANFORD, Cornell, Ithaca, N. Y.

PRESIDENT KIDD: I am sure we all appreciate very much the courteous attitude of the College Group, and we can cooperate in the future as we have in the past, only more so.

The next group will be the Religious Book Store group. M. T. Turner.

II. Religious Bookstore Group

M. T. Turner, *Chairman*

Lamar and Whitmore, Nashville, Tenn.

MR. PILKINGTON: I will report for Mr. Turner.

WE had an attendance of 73—53 of whom registered—and a transient attendance of 19 in addition who listened to one or more papers. The group organized under a Constitution which was adopted.

The following officers were elected:

President, W. J. COLBY, of the *Christian Century*

Vice President and Treasurer, JOHN W. KLINGER

Secretary, MISS P. B. RUMMEY

We, too, appointed a committee or talked about a committee to cooperate more fully with the A.B.A. in its various projects, particularly the Clearing House and its publicity program. Also, another Committee was suggested for cooperative

publicity campaign, and there seemed a sentiment thruout the discussion to try to solve the problem of selling religious books, and to further the campaign for a more generous reading of all books and to cooperate to that end with all agencies interested in this project.

There were many comments on Dr. Newton's speech, and since that speech will be recorded probably and printed completely in the *Publishers' Weekly* we merely commend the great thoughts that he gave to you for an earnest rereading and consideration.

PRESIDENT KIDD: Thank you. Mr. Brentano has not arrived yet, so we will hear from Eugene L. Herr, Chairman of the Small Town Book Store Group. That doesn't mean that Mr. Herr is a small bookseller. He happens to reside in a small town.

III. Small Town Bookstore Group

Eugene L. Herr, *Chairman*

L. B. Herr & Son, Lancaster, Pa.

WE had a most interesting conference yesterday morning in Room 300 attended by approximately 35 people who were earnestly discussing their problems pro and con for over two hours, with apparently a great deal of interest and, a number of them told me, with a great deal of profit to themselves. Suggestions were handed back and forth freely, and we were fortunate in having several of the older men in the trade there who have had long experience. Their suggestions were very valuable to the younger people in the business, who have been in it possibly only four or five years.

Everything was touched from circulating libraries to advertising and discounts, terms, a multitude of subjects. There were several things brought out that we think should be brought to the attention of the convention as a whole and considered by the Board of Trade and future Resolutions Committees. One practice was brought out, that in the vicinities of the large cities, especially, it has grown to be quite a custom, for friends of employees of publishing firms to get their books from the employees at maximum trade discounts. It apparently is a more or less widespread evil around two or three of the large publishing centers. We would suggest that the Board of Trade make this the subject of a communciation to the publishers—that any further courtesies extended to their employees be restricted absolutely as to the employees.

There was a good deal of discussion as to whether public libraries should be given books in advance of publication dates to give them time for listing and indexing. Some of the members who attended our conference opposed the idea, and others favored it. That seems a good idea for the Board of Trade to thresh out and make a recommendation on.

Several members complained about the practice that has been indulged in several

times by publishers of issuing books with different titles when they had been issued as serials not long before. This is condemned as a bad practice. When the title is changed on a book publication, that fact should be clearly stated on the jacket or on the title-page with the serial title so the public is not confused.

Also, in their announcements publishers could clearly indicate when books are collections of short stories. Publishers should indicate also on their announcements when they make reissues of books in regular high-priced editions and not let the book buyer be deceived into thinking it is a new book by a well-known author.

Our whole group felt that a standardization of terms would be a very desirable thing in the booktrade, and we would like to recommend to the publishers a serious consideration of standard terms of 2 per cent, tenth of the month—in other words that all invoices incurred during one month are payable on the tenth of the following month with 2 per cent discount and on fall terms this discount would apply to the October 1st dating, 2 per cent, ten days. We believe this would result in more careful buying on the part of the trade; that it would result in more prompt payment of bills and a great saving in clerical work both for the booksellers and the publishers.

Some booksellers in suburban towns in the vicinity of New York complain of the practice of the New York book distributors of putting books on sale before publication, which causes them very serious embarrassment in their effort to maintain publication dates, and they would certainly urge that the matter of observing publication dates be rigidly adhered to, especially in the large centers. The practice of reviewing books in advance of publication and advertising them in advance of publication in both daily papers and monthly publications is the source of a great deal of annoyance and embarrassment to the

bookseller. A customer can't understand why he can't have the book when it has already been advertised and reviewed, and we would recommend that advertising and reviews appear simultaneously with publication or a little bit later.

Some of our members feel that if there were a more uniform standard of discount from the publishers it would be a great convenience, because with the some 30 or 40 or 50 publishers in the field you have 30 or 40 or 50 schedules of discount, and it is very confusing. We would recommend that if such a thing were possible trade discounts be standardized.

We felt that the encouragement of bookshops in small towns and in the suburban cities is one of the greatest fields for increasing book distribution—that the thing is necessary to encourage these small town shops is a possibility of profit in the book business. I reiterate what I have said a good many times and what a lot of other good members of this association have said, that we feel the small town bookseller needs 40 per cent discount for an adequate profit in conducting his business. He can't get along with less. We feel that when a discount is established by an original purchase that that discount should apply for future purchases either on the individual titles or on a publisher's line as

a whole, and that having bought a book from the publisher at probably a fairly good discount on the initial purchase, if we want to keep the book in stock in more or less limited quantities afterwards, we should be able to buy that book at the discount originally established by the first purchase.

Those are not new things, but they hit the small town bookseller more than the big buyer, because he can't buy in such big quantities, and he needs as much margin in the conduct of his business as the big buyer.

The conference as a whole was interesting, and I think beneficial to those who came.

PRESIDENT KIDD: It seems to me that the name the Small Town Book Shop is pitifully inadequate for the subjects this group has taken up, and that practically all the things Mr. Herr and his group mention are problems that not only the small town dealers have to confront, but all those who are in business. We are, Mr. Herr, very grateful for the very fine way in which you have presented your report.

We will now hear from Mr. Joseph Estabrook, of the Department Bookstore Group.

IV. Department Bookstore Group

J. Joseph Estabrook, *Chairman*

Joseph Horne Co., Pittsburgh, Pa.

WE held our meeting yesterday at three o'clock. It was a very interesting meeting; something like 22 men attended. We directed our attention toward bookselling education in the department store. I found a great interest among the folks present, and we all felt that there was great need for more training among our sales folks.

I outlined to them the successful school we had been conducting in Pittsburgh in connection with the University of Pittsburgh, and many of the folks came to me after the meeting and wanted further de-

tails. It was recommended at that meeting that the *Publishers' Weekly* and the National Association of Book Publishers try to take the important features of that course that we conducted in Pittsburgh and put them into some form in which they could be passed on to those who are particularly interested in establishing such a course in other cities.

I really feel that there is a great opportunity for training in the different cities, no matter how large or small, if they will attempt such a course. We found that it did our people a great deal of good.

We had some very interesting local speakers and from New York. Mr. Huebsch, the publisher, came and gave us a wonderful talk. John Farrar of George H. Doran gave us a wonderful talk. A couple of the professors from the University of Pittsburgh gave practical talks. They were all talks that were helpful to the clerks in the stores from the point of selling, personality, meeting of customers, contact with customers, and we hope that next Tuesday evening we are going to wind up that twelve weeks' course with a very enthusiastic meeting. I am sure they are going to recommend to hold it another year because plans are already being made to conduct such a course next year in connection with the University of Pittsburgh. I hope that the National Association of

Book Publishers will see fit to put in pamphlet form the outstanding features of the course that we had in our city.

There was some attention and discussion directed toward book fairs, an idea which has been developed during the past year or two, and we feel they were very, very helpful. There is a tremendous effect of having authors in stores from the point of view of publicity and stimulating of sales. Some of our group felt that such a feature was helpful in the book department and did a great deal toward the selling of more books. Surely, it is a new way to dramatize the book sales. We conducted two fairs in the City of Pittsburgh last fall, and they made a very deep impression upon our public. We feel that a great many outside people who are not patronizing bookstores, but who are particularly interested in authors had an awakening to the fine things that they could find in books in our stores. During our fair we at-

tracted something like 30,000 people in five days, and we were so successful we are going to try it again this year on a larger scale.

We brought forward the program Mr. Kidd asked us to present in the matter of

an increased wage for clerks in the stores. We all feel it was needed; we all know that we have certain systems to follow in big department stores, but we also feel if the impression was brought to bear from the heads of the departments that probably something could be done about the increasing of salaries. There is a great deal to be said about a better wage for clerks in bookstores and department stores. I feel that we will never attract a better type salesman unless we can get the business to pay larger salaries.

The salaries are small

today and probably it is because of a condition over which we have no control, but I am not altogether sure that that is the reason. I think we are not willing to pay the proper wage because we think we are not going to get immediate return.

I think more training and leadership should be given by the managers and proprietors of bookshops. I think we should select better salesmen. If we will make an attempt to pick a higher type salesman and pay him a better wage, I feel that with the proper training given by you and me, we can teach those people to earn the salaries that we pay them. I hope some action will be taken at our convention about a standard wage so these folks feel that there is an incentive to do their work well and that there is a future for them.

PRESIDENT KIDD: Is Miss Massee in the room. (No.) Mr. Arthur Brentano? (No.) Is Mr. Lowell Brentano?



J. Joseph Estabrook

V. Accounting and Finance Group

Lowell Brentano, *Chairman*

Brentano's

AFTER a number of false starts, we had a very successful meeting with nine people who wanted to find out how the finances of the book business could be run. There were no official motions passed at the round table, but I think I might say that there was a consensus of opinion that a great deal of the financial difficulty of the book business is due to the haphazard differences that prevail on matters like discount that in other industries are more or less uniform. We discussed the tendency on the part of many industries, for example, the motion pictures, baseball, theaters, to become very highly organized with governing committees or arbitrators. There are topics that the book-trade has so far been rather afraid to touch. I think it was the sense of the round table that development of the idea of competent oversight in the book business would aid the book business financially.

There was also a general consensus of opinion that more should be done for the employees in the book business than has been found feasible in the past, and I brought up one development which has taken place in the past year in America. I don't know whether any of you people have read about the campaign of the Etna Insurance Company which it is just organizing to sell pensions. You know, in the book business, since it is a low paying

business, we feel that one of the things that should aid us to get a desirable class of employees is a feeling of permanence, and some of the big insurance companies are trying to import over here the Australian pension system, viz., if you get an employee, and the employee is willing to set aside a small weekly portion of his salary and the business matches that with an equal very small amount, at the end of 20 or 25 or 30 years you will be able to insure that employee at a quite satisfactory pension.

I suggested that gradually various businesses might find it feasible to offer to pay half toward pension insurance in the way of giving an employee a bonus or on condition of good sales, because I think that, generally speaking, if

the book business could offer a pension at the end of 20, 25, or 30 years of service it would aid us in getting a very desirable class of worker.



Lowell Brentano

PRESIDENT KIDD: That is a very fine report. Is Mr. Arthur Brentano here yet? Or Miss Massee? (No.)

[As Miss May Massee and Mr. Arthur Brentano, Jr., were not in the room during the Thursday morning session the *Publishers' Weekly* has summarized the round table meetings on Children's Books and on Large City Bookstores so that they would have a place in the records.]

VI. Large City Bookstore Group

Arthur Brentano, Jr.

Brentano's

[As Arthur Brentano, Jr., was not present to report to the Convention, the *Publishers' Weekly* includes the following summary of Wednesday's Meeting, by Albert R. Crone.]

THE large city stores conference was first addressed by Arthur Brentano, Jr., on the subject of records. The basis of buying at Brentano's is illustrated in a motto above their buyer's desk "Buy Slowly—Reorder Promptly." It has been highly important to keep a prompt and careful record of purchases in order to be in close touch with items that are selling and need restocking. A record slip is made out by the buyer which gives author, title, edition, publication date, publisher, price, quantity, and department for which ordered. This slip is made out into card form and is filed at the information desk. A card also goes to the department for which the book was ordered—is there filed and is kept in constant use, as sales deplete the original order. The department head notifies the buyer as stock needs replenishing. It is the department's duty to go over cards daily.

General discussion following was fairly unanimous in approval of some such system especially if it was kept as simple as possible to assure its accurate and prompt care. Considerable doubt was expressed as to the facilities in bookshops to take care of any system, for the expense and care of systems themselves were shown to be considerable. As someone expressed it, it was "better to get dollars in than to make records."

A great amount of discussion was engaged in by several dealers, as the chair introduced the subject of an A. B. A. central editorial selection of a half dozen titles which are to be contracted for by members so as to assure an especial A. B. A. use of 10,000 copies of each title. The question as to whether the agreement to take a special quantity on this plan would result in reducing the regular orders from publishers was presented by one dealer. Another asked the question—"Are

not book selections by special boards going out of fashion?" A publisher urged that any selection by a board for the A. B. A. should be careful to include books for the multitude—to avoid the "high brow" or too literary type of product usually selected by existing editorial boards. A bookseller testified to his belief that the extra advertising done by the A. B. A. behind the selections would do a great deal to increase the sales of these books and would increase orders to publishers instead of lower them. Another dealer suggested that the selection of as many as six books might be too many. It would be better to concentrate on a smaller number. The meeting generally agreed that too little was known about the details of the plan. Mr. Meyers was called in but failed to clear the atmosphere, and the discussion was dropped on a tacit agreement that it was best to wait on further information and detailed investigation.

Mr. Kidd presented the problem of increased salaries for bookstore and department clerks, and it was generally discussed. Common practice points to a usual payment to sales people amounting to approximately 8% of sales. That a careful investigation of methods to give clerks increased pay or increased security in book service was agreed upon. Somewhere in monthly or annual bonuses, profit sharing, group insurance or pensions the best hope for increasing reward for bookselling seems to lie, and this group awaits action of an investigating board from the A. B. A.

The question of the interchange of books among booksellers in cities was discussed and it was pointed out that in a number of cities far distant from publishing centers, the exchange of books at list prices was carried on between booksellers with satisfactory results. That the practice may be extended as between cities, and especially among booksellers in cities was endorsed generally and seems to deserve the consideration of the national organization itself.

VII. Children's Book Group

May Massee, *Chairman*

Doubleday, Page

[As Miss Massee was not present on Thursday to report to the Convention the *Publishers' Weekly* summarizes the meeting.]

ON Wednesday afternoon the Children's Book Group, under the chairmanship of May Massee of Doubleday, Page & Company, brought together some two hundred people in the West Ballroom. Anne Carroll Moore presented the greetings of "The Three Owls" and Carveth Wells, the traveler, gave a talk of unusual humor and fascination about his life in the Malayan Peninsula.

Among the distinguished guests at the meeting were:

Anne Carroll Moore, Isabel Paterson,

May Lamberton Becker, Padraic Colum, Vilhjalmur Stefanson, Constance Lindsay Skinner, Ethel Cook Eliot, Augusta Huiell Seaman, James Daugherty, Boris Artzybasheff, Rachel Field, Arthur B. Chrisman, Dhan Ghopal Mukerji, Susan Meriwether, Jeanette Eaton, Esther and Anne Merriman Peck, Elaine Stern Carrington, Louise Seaman, Lucile Gulliver, Mary Graham Bonner, Mary G. Davis, Marion H. Fiery, Mrs. Bie, Virginia Kirkus, Helen Dean Fish, Bertha E. Mahony, Anne Eaton, Helen Ferris, Mary Squire, Rowe Wright and Priscilla Crane.

PRESIDENT KIDD: We will have from Mr. Jacobs a report on the Code of Ethics.

Proposed Code of Ethics

George W. Jacobs, *Chairman*

George W. Jacobs Co.

ARTICLE I

General Declaration

1.—A Retail Bookseller is one who carries a general stock of miscellaneous books exposed for public sale.

2.—The business of bookselling is highly honorable and distinctly educational. It is more than the mere bartering of goods.

3.—It is the duty of booksellers to maintain the highest ideals, in all of their business relations, that they may be worthy representatives of their craft.

ARTICLE II

The Proprietor, Manager or Executive Authority

1.—The head of the business should be a man of high character and of sound integrity.

2.—On the social side he should be kindly, courteous, sympathetic and sincerely friendly.

3.—That he may keep informed he should subscribe to the leading trade journals, participate in the local and national trade associations and be alert to utilize

new and progressive ideas for the betterment of his service to the public.

4.—He should willingly cooperate with others to advance the interests of the book business as a whole.

ARTICLE III

The Relation of the Employer With the Employees

1.—The employer shall study the individual qualifications of his employees, so that he may place them in positions for which they are best fitted, and justly promote them as opportunity offers. All promotions or advancements shall be made solely on the basis of merit.

2.—Continuance of employment shall be guaranteed for faithful work. The employer shall reward industry, loyalty, ability and unusual effort.

3.—The employer shall educate his employees in the technical and practical phases of the book business, not only for their own advancement, but for their increased efficiency in the business.

4.—The employer shall instruct his employees, as to the correct standards of practice in the conduct of the business, so that the Code of Ethics of the American Booksellers' Association shall be carried into effect by every employee.

5.—Employing and dismissing shall be on the basis of ability or disability to perform the work desired. The employer shall dismiss any employee who, after admonition, continues to retard the progress of the business by unfortunate temperament, incorrect views on business methods and business relationship or incapability.

6.—The employee shall feel that his interest in the success of the business is no less than that of his employer.

7.—The employee shall faithfully perform all the duties of his position, earnestly strive to serve the best interests of his employer, loyally maintain the rules and regulations made for his guidance, sincerely support the ethical standards of practice on which the reputation of his employer stands, and be ready at all times to cooperate willingly with his fellow employees in promoting efficiency of operation and high standard of service.

8.—Each employee is of value only in proportion to his ability to serve. He shall therefore educate himself and strive to grow in capability for service.

9.—The employee shall have the right to take up all questions arising as to hours, wages, conditions or grievances with department heads and if no agreement can be reached he shall have the privilege of presenting the facts to his employer direct.

ARTICLE IV

Relations With Those From Whom He Purchases

1.—Courtesy shall be extended to all salesmen or representatives inquiring for business. The time of salesmen shall not be needlessly wasted.

2.—Truth and honesty shall be observed in all interviews. No misleading statements shall be made to secure lower prices.

3.—The bookseller shall require a written copy of all terms and conditions of every order placed, and see to it that the terms and conditions are plainly stated, and that the copy delivered to him is an exact copy of that retained by the seller.

4.—Close inspection of purchases shall be made by the bookseller. Overcount shall be reported as promptly as undercount. Any complaint shall be made immediately.

5.—Booksellers shall not put new publications on sale before the date of publication as fixed by the publishers. Both honor and ethics are violated when these fixed dates are not strictly observed.

6.—It is thoroly ethical to decline to accept goods delayed in delivery, provided that the publisher is at fault and that acceptance would cause loss to the bookseller.

7.—All bills for purchases shall be paid according to specified terms of sale. Discounts for cash can be taken only if payment is made within the time limit specified. When cash discounts are offered, the purchaser shall insist that term of discount begins after the receipt of goods.

Arbitrary adjustment of bills for any cause whatsoever, without notice, is unethical.

8.—No one, in his capacity as a buyer, shall accept any personal gratuity, commission, allowance or any indirect profit in connection with any purchases, and it is unethical for the seller to offer any.

ARTICLE V

Relations With Customers

1.—Unfailing courtesy and fair treatment shall be the rule at all times. The Bookseller shall not take advantage of the uninformed patron, and shall see that employees are truthful and straightforward. He shall treat the keen and the confiding buyer alike. Remember: "A satisfied patron is the best asset."

2.—Advertisements which are false; or have a tendency to mislead; or do not convey the whole truth; or do not conform to business integrity, are unethical.

3.—Granting a discount to a retail purchaser is bad business practice. This unjustly creates a favored class and is the first step towards financial disaster.

ARTICLE VI

Obligation to Observe the Code

The adoption of this code by the American Booksellers' Association places an obligation on all of its members to a sincere

and faithful performance of the rules of conduct here set down.

PRESIDENT KIDD: You have heard the reading of this code. What is your desire in the matter? It is the third year the code has been brought to us, and we feel that it is as near bullet-proof as we can get it at the present time.

MR. ABRAHAMSON: I move the Code be accepted in toto.

The motion was duly seconded and carried.

PRESIDENT KIDD: Mr. Sanford, will you make a report from the Auditing Committee?

MR. SANFORD: Your Committee has examined the books and finds everything satisfactory and recommends acceptance of the Treasurer's report.

We must note, however, that checks were issued retiring indebtedness, that Mr. Remington didn't have the cancelled notes for here in the city, but that was entirely satisfactory to the Committee. While the securities of the Association were not presented in detail by your Treasurer, this is in accordance with custom, but the new Treasurer did have a certification that they existed, which is very satisfactory to the Auditing Committee.

PRESIDENT KIDD: I want to say in my own defense that I think you will hear of a motion that will protect the Association adequately in the future.

MR. SANFORD: There was also one cancelled check which was not presented to the Auditing Committee which was merely a matter of detail, and the Committee is entirely satisfied.

Mr. Remington in talking with the Auditing Committee has made a suggestion which the Committee thinks is very good. Evidently Mr. Remington looks upon himself with more suspicion than the Committee did. But he recommends that the Treasurer be bonded to the extent of \$5000.00 and the premium on the bond be paid for by the Association. I was talking with Mr. Meyers just a few minutes ago, and the idea struck him as good, and he makes a similar recommendation for the position of Executive Secretary of the Association likewise.

In connection with the second recommendation of Mr. Remington, your Chairman was also Chairman of the Auditing Committee at Washington, D. C., and we worked on Mr. Kidd's books until two o'clock one morning, and half past three the next morning, and three o'clock the next morning in order to get everything in order. We foresee that the convention will be held in other cities having equal attractions as to shows and entertainment which hampers the Auditing Committee in their work.

PRESIDENT KIDD: Mr. Sanford didn't start his activities until after one or two o'clock in the morning!

MR. SANFORD: The other recommendation is that the Association employ a firm of public accountants to make a detailed audit of the affairs of the Association. Take for instance, not going back to Mr. Kidd's extreme case, the Auditing Committee, four of us this year, put in at least six hours one day, and two of us put in three hours on another day. That means that your Auditing Committee is practically barred from all activities of the Association, and even under that stress it is practically impossible to give a really detailed audit. The thing has to be done briefly, making certain checkings in the book, and if they agree with the totals, we have to call it O. K. I think that recommendation, together with the others, excellent, and hope the Association will agree.

PRESIDENT KIDD: The suggestions of Mr. Sanford have been taken care of. If there is no objection the report of the Auditing Committee will be accepted as read. (No objection.)

MR. SANFORD: I don't think there has been a motion to accept the Treasurer's report, and I so move.

The motion was duly seconded and carried.

PRESIDENT KIDD: Mr. Grauer, we will hear from the Resolutions Committee. However, before we begin that report we will welcome our Ex-President, Walter McKee.

MR. MCKEE: Thank you very much. I am glad to get here, and am sorry I couldn't be here earlier.

Report of the Resolutions Committee

Christopher Grauer, *Chairman*
Otto Ulbrich Co.

YOUR Committee on Resolutions has been meeting for the past two days and has been giving very careful consideration to all of the requests that have been submitted to it. I assure you, it isn't an easy matter to present a report that will in any way reflect the

attitude of booksellers upon the many diverse problems. We are scattered from one coast to the other. But this set of resolutions represents the unanimous verdict of the members composing it, and I think you will find that it is fair and adequate.

Resolution No. 1

RESOLVED, that we express our hearty appreciation and gratitude to the Convention Committee for 1927 for the splendid manner in which all of the details of the convention have been planned and carried out. We especially commend the work of Frank Magel, Chairman of the Entertainment Committee, Ernest Eisele, Chairman of the Program Committee, and Isaac Ottenheimer, Chairman of the Return Certificates Committee, who have given unstintingly of their time and talents; to all who have in any way participated in our programs, particularly to our guests, Franklin Spier, the Reverend J. F. Newton and E. W. Barnhart, and to those men and women who gave generously of their time and energy to the Convention by the thoughtful and practical papers presented; to Henry Seidel Canby, to Roxy (S. L. Rothafel), to Bruce Barton, to Will Durant and "Chris" Morley for their kind participation in our Banquet program; to the press for their reports of the Convention proceedings and for the courtesies extended to the Association members and our guests; to the Hotel Commodore and its employees for the excellent arrangements for our comfort and convenience and for the splendid and adequate quarters set aside for our use; to the following who generously provided souvenirs:

Alpha House; Atlantic Monthly; Cosmopolitan Book Corporation; E. P. Dutton & Co.; Grosset & Dunlap; Houghton Mifflin Co.; Alfred Knopf, Inc.; Laird & Lee, Inc.; Modern Library, Inc.; Thomas Nelson & Sons; Payson & Clarke, Ltd.; Penn Publishing Co.; Rand McNally & Co.; Reilly & Lee Co.; Simon & Schuster; Frederick A. Stokes Co.; University of Chicago Press; Viking Press; Women's National Book Association; and to Doubleday, Page & Company for their kindness and generosity in printing and presenting the Convention program; and to all others whom we cannot mention by name, who have in any way contributed to the success of the Convention.

[It was decided to act on each resolution separately on motion made by Mr. Herr, duly seconded and carried.]

PRESIDENT KIDD: You have heard the

first resolution. What is your pleasure?

[It was voted on motion made by Mr. Jacobs and duly seconded that the resolution be adopted.]

Resolution No. 2

The Report of the Board of Trade reveals a most exhaustive investigation of all bookselling problems submitted to them; therefore be it

RESOLVED, that we express to them our hearty approval of their report which represents the best thought and interest of the booktrade; that we commend them for

the impartiality and fairness which have marked all of their recommendations and that we record our deep appreciation of the most significant contribution to the interests of booksellers made by its efficient Chairman, Mr. Cedric Crowell.

[Carried.]

Resolution No. 3

RESOLVED, that we endorse the following recommendations from the report of the Board of Trade:

1. That we approve of the continuance of the systematic training of present and prospective booksellers in the technique of bookselling and we recognize with approval the bookselling course in operation in Pittsburgh, the Extension course planned by Columbia University for the summer under the direction of Dr. Charles C. Williamson, and the proposed plan of the Federal Board of Vocational Education as presented by Mr. Barnhart. That is the first section of the resolution.

[Carried.]

2. That we go on record again as opposed to federal, state, or municipal censorship of books. We emphatically disapprove of the publishing of salacious books and we urge that publishers and booksellers cooperate in the elimination of this type of literature.

[Carried.]

3. That we express our hearty appreciation of the constructive work undertaken by our Executive Secretary, Ellis W. Meyers, in the interests of the Association and booksellers generally, and that we urge upon our membership the desirability of granting a greater measure of cooperation so that his work may become increasingly effective.

[Carried.]

Resolution No. 4

The Clearing House has demonstrated its permanent and economical usefulness to booksellers during its first year of operation; therefore be it

RESOLVED, that we urge its wider use by the membership of the American Booksellers' Association. [Carried.]

MR. GRAUER: Mr. President, I'd like to say a word about that because there may be some doubt in the minds of the members of the Association as to the value of a clearing house. I am free to confess that that doubt was in my own mind when I sat with this Committee and adopted this resolution. I felt some explanation was due them because we have not used the Clearing House. I explained to them that possibly my attitude might reflect others. The reason I did not use the Clearing House up to this time was because I was afraid it was not a permanent institution. I feared that if we discontinued the arrangements that we have now been enjoying so successfully and so satisfactorily for a number of years, that if the Clearing House idea

collapsed we should be under the necessity of going back to the friends who have been taking care of us all these years and ask them to receive us in their arms again, and they might not do it. Because of the uncertainty of the thing and the importance of the service I felt it was necessary to be confirmed in the opinion that this is a permanent work. I have been not only persuaded, but I have been converted. So we are going to make arrangements to use the Clearing House ourselves. I say that because if there are any members present this morning who are not using it, will they not see Mr. Meyers before the convention adjourns and see if it isn't possible for them to support the Association in this forward step?

MR. JACOBS: If there are still any doubters I would like to say that we have been using the service since it was first started, and our experience has been per-

fectly satisfactory, and we have been receiving extraordinarily prompt service.

[The motion was put and carried and the resolution was adopted.]

Resolution No. 5

WHEREAS, there is a plan under consideration to arrange for publication with different publishers of a series of six books each month to be selected by a committee consisting of recognized literary critics and leading booksellers, such consolidated buying not only to be a stimulant to the sale of selected titles, but also a source of income to the Association to enable it to use the increased revenue to further the interest of the entire booktrade, to national book advertising campaigns, printing of dodgers and similar matters, Therefore be it

RESOLVED, that the Executive Secretary be instructed to investigate and study the plan in detail and submit his findings to the Executive Committee for further consideration.

[Carried.]

Resolution No. 6

WHEREAS, the "Trade List Annual" in its present form is of no practical use as a finding list unless the particular publisher is known, be it

RESOLVED, that a special committee be appointed to investigate the feasibility of the publishing of uniform catalogs and of an index to the "Trade List Annual" which would list in alphabetic sequence the subject, author, title, publisher and catalog page of every item listed in the "Trade List Annual." Such an index would be an invaluable help in locating books still in print, would greatly simplify reference work of the bookseller and would enable him to offer quicker and more efficient service to the public.

[Carried.]

MR. MELCHER: Mr. Chairman, I think perhaps in seconding the motion that we, as publishers of the "Trade List Annual," ought to explain some things about the publication and its problems. As we are also agents for the English Trade List, "Whitaker's Reference Catalog," we naturally have in mind the advantage of an index catalog—in fact, we made one over twenty years ago for the "Trade List Annual." We'd like very much to have a conference with such a committee, but as the matter is before the committee it ought to be on record that there are some difficulties attached to indexing the "Trade List Annual" that, perhaps, they haven't thought of. For instance, the difference between the English and our own situation is considerable. The United States Catalog, of which there will be a remarkable new edition next year, is a little different from any catalog the English have, but we are very anxious to make our tool, the "Trade List Annual," as completely useful

to the trade as possible. We welcome such a committee, but I want to say we have had the plan suggested to us many times; and repeat there are some difficulties which perhaps the Committee will go over with us.

MR. HERR: My first idea would be to oppose such a resolution. I wouldn't want to oppose it if Mr. Melcher said the publishers could handle it all right. In the first place, I think it duplicates the work of the "United States Catalog," which is adequate for a finding list, and there is a new edition in preparation that will be better than ever. In the second place, it seems to me it is physically a tremendous job, and would be costly, and whether it is needed in addition to the catalogs is questionable.

PRESIDENT KIDD: Last year this question came up, and I think at that time Mr. Melcher was more or less in favor of



Tina J. Cummings
Third Vice President of the A. B. A.

it, but it wasn't known that we were to have a new "United States Catalog."

MR. ROSS: Mr. Chairman, this resolution only recommends the appointment of a committee to study the subject.

MR. GRAUER: Mr. Chairman, I might say a word in reference to this resolution. I think all of you realize that the "Trade List Annual" is rather an inefficient help in as far as the finding list goes. Now, we have discussed this at length in our Committee. We have every confidence in the *Publishers' Weekly* and in the staff which gives the trade the best help that it can possibly give them. This is in no way a reflection upon their ability or upon the kind of service they are giving us, but we feel that the best that can be had is not too good, and the placing of such an index before the bookstores of the country would be of incalculable benefit. Let us study the situation and see if it isn't possible to prepare one. I am quite sure that if the *Publishers' Weekly* knows that this reflects

the sentiment of the booksellers of America for better helps, more adequate helps, that they will constantly study the problems of the bookseller and give us just those helps.

Now, it would be very short sighted for us to stand in the way of investigating any question, and that is all we ask—that a committee be appointed to investigate the feasibility of it.

MR. CROWELL: Is it possible to amend this resolution to include in the duties of the committee a study of a more uniform catalog practice? To refresh your memory for a moment, Mr. Schenk, of Huntington and Springfield, has had a great deal of correspondence with some of the officers of the Association, much of which has been published in the *Publishers' Weekly*. Mr. Schenk and a number of the rest of the booksellers who are interested, as you all are, in increasing sales, feels that it is very important that catalogs should be more nearly uniform in their makeup, and I think that this resolution has grown out of that suggestion. I think that the committee appointed should also include study of uniform practice as one of its responsibilities, so if the publication of a "Trade List Annual" index is impossible, it can at least make a recommendation with reference to uniform catalog practice.

PRESIDENT KIDD: I think Mr. Crowell's suggestion is a very good one, because we certainly need something along that line, and you have heard his motion for amendment.

[The amendment was duly seconded and carried.]

MR. GREENE: Mr. Chairman, I wonder if at the same time this Committee is considering these problems they might not take into consideration the fact that the "Trade List Annual" has grown so large that it is rather a difficult task to handle it, and I wonder if it couldn't be published in two volumes instead of one?

MR. MELCHER: It is published in two volumes every year as well as one, and is so advertised. But we are making another effort beyond that to get a study of the publisher's paper and to make definite recommendations on paper thickness, so as

to make it as thin as possible in one volume. The difficulty of binding has become a problem, and we are working on that, too. It can always be bound in two volumes.

MR. CROWELL: I rise to a point of order. The motion as amended should be put.

PRESIDENT KIDD: You are right, Mr. Crowell.

MR. GRAUER: The motion as amended is simply the original resolution including therein a study of the question of publishing—a uniform catalog, and with the permission of the members of the Resolutions Committee, all of whom are present, we will be glad to insert that, Mr. Crowell, or pass the motion as amended.

[The motion as amended was put and carried.]

MR. HUTCHINSON: Mr. Chairman, I wonder if the members realize it would take a year to make this index, and when it is finished it will be obsolete?

PRESIDENT KIDD: This is merely a recommendation that the matter be studied and not be definitely prepared.

MR. HUTCHINSON: But why studied? You know the length of time it will take to make it.

PRESIDENT KIDD: Quite true, but that



Edwin J. Hyke

Second Vice President of the A. B. A.

will be a matter up to the *Publishers' Weekly* or whoever makes it, I should think.

Resolution No. 7

WHEREAS, existing parcel post rates to which books are subject are greatly in excess of the flat rate of $1\frac{1}{2}$ cents per pound applicable to similar reading matter contained in magazines and other second class matter, and

WHEREAS, such parcel post rates are substantially in excess of express rates for books when sent to any point beyond the fourth zone, and

WHEREAS, such exorbitant postal rates which must be borne by the purchasers of books result in greatly discouraging and to a large extent, absolutely prohibiting the purchase of books by the public, therefore be it

RESOLVED, that the American Booksellers' Association urge upon the Seventieth Congress the enactment of legislation to effect a separate classification of mail matter for books and lower postal rates therefor, such as contemplated by Senate Bill 5641 of the Sixty-ninth Congress, Second Session, Section 1, which provided that

(a) Mail matter of the fifth class shall include books consisting wholly of reading matter and containing no advertising matter other than incidental announcements of books;

(b) The rate of postage on books included in subdivision (a) shall be $2\frac{1}{2}$ cents per pound or fraction thereof, with a minimum charge of 3 cents for each parcel

and subject to the same maximum weights per parcel now prescribed by law for mail matter of the fourth class.

Be it

FURTHER RESOLVED, that our President be authorized and directed to communicate the above portion of this resolution to each member of the Committee on the Post Office and Post Roads of the House of Representatives and of the Committee on Post Offices and Post Roads of the Senate immediately upon the convening of the Seventieth Congress, and be it

FURTHER RESOLVED, that each member of the American Booksellers' Association is earnestly requested to interview, personally if possible, or otherwise to communicate with the Representative in Congress from his District and the United States Senators from his state for the purpose of urging the enactment of such legislation.

[Carried.]

Resolution No. 8

WHEREAS, business costs for conducting a retail business are constantly mounting and particularly rentals for good retail locations, the retention of which as book outlets and the development of additional outlets for prospective book sales depend on the margin of gross sales of the books sold; and

WHEREAS, present discounts do not in many cases allow for a fast transaction of business and for a reasonable return on effort expended, capital invested; therefore be it

RESOLVED, that we urge upon publishers the careful examination of their schedules of discounts with a view to a wider margin that will place bookselling on a secure basis. We believe that a standard discount of 40 per cent will accomplish this purpose.

MR. WILSON: Mr. Chairman, may we substitute "minimum" for "standard"?

MR. HERR: I would move to insert the word "minimum" instead of "standard."

generally acceptable to the convention, and it seems hardly necessary to change this to a minimum discount. Standard discount is just as effective in that case. It was drawn by an attorney. We had to keep our skirts clear, and I think it would be well to pass this as it is.

PRESIDENT KIDD: This is a reiteration of a motion that was made last year and

MR. HERR: I withdraw my amendment.

Resolution No. 9

The American Booksellers' Association views with disapproval the offering of books as premiums with magazines and other merchandise.

[Carried.]

Resolution No. 10

The task of Auditing the books of the Association involves the expenditure of much time and labor; and

WHEREAS, the audits of the books of the Association involves the expenditure of much time and labor; therefore, be it

RESOLVED, that henceforth all audits of the books and records of this Association be made by a Certified Public Accountant, the expense of such audit to be borne by the Association.

[Carried.]

Resolution No. 11

RESOLVED, that the Treasurer of this Association be requested to furnish a Surety Bond in an amount not to exceed \$5,000, the premium to be paid by the Association.

[Carried.]

Resolution No. 12

We note with gratification that the National Association of Book Publishers proposes to double its budget for the promotion of the sale of books in 1927. Therefore, be it

RESOLVED, that we express to the National Association of Book Publishers our grateful appreciation of their cooperation.

[Carried.]

Resolution No. 13

WHEREAS, we have been made happy by the cordial good wishes expressed by our distinguished guest, Stanley I. Unwin, of London, England, be it

RESOLVED, that we assure him of our deep appreciation of his visit and his encouraging words and that we ask him to carry back to the publishers, booksellers and authors of England our heartiest greetings and good wishes.

Signed by the members of the Committee,
Messrs. Grauer, Macauley, Hartog, Hyke, and A. Kroch.

MR. CROWELL: I move its acceptance by a standing vote.

[Carried.]

MR. MACAULEY: If there are no other resolutions I'd like to move the adoption of the entire report of the Resolutions Committee as a whole.

[The motion was duly seconded.]

MR. JACOBS: Before that is presented I'd like to say a word if I may in connection with the Code of Ethics. I had prepared a resolution which I had intended to offer, but I thought after giving it thoro consideration that I would make it in the form of a suggestion to the convention and then let the members decide as to what procedure to take.

My thought was this—that in order to make the new Code of Ethics effective it might be wise to have a committee appointed who could give judicious consideration to any infractions of the code. My thought was to have a committee of three, preferably men located in New York City who could act as a Board, so to speak, to whom all infractions of the code or any question relating to it might be sent. I'd like to make that suggestion to the convention and then learn what your reactions to it are.

PRESIDENT KIDD: Mr. Jacobs, we'd like to settle the question before the house first, the adoption of the report of the Resolutions Committee as a whole.

[The motion was put and carried.]

MR. JACOBS: I'd like to have an expression of opinion from some of the members of the convention as to what they think of that method of procedure, whether they think it would be a proper or correct or wise thing to do.

MR. MACAULEY: I hate to disagree with my friend, George Jacobs, especially as we have served on this committee together, but I think it would be highly dangerous to put a committee of espionage on this question of the code of ethics. To my mind it is a set of ideals toward which we all hope to strive, but we are all going to fall short in some way, and I don't think that our actions should be submitted to a committee in New York. It would tend toward trade jealousies and a number of dangerous tendencies might be involved in it, and I am sure it would be a bad step for us to take at this time.

MR. ROSS: Mr. Chairman, in other bodies of this kind where codes of ethics have been adopted it is customary to have the matter brought up at subsequent meet-

ings before the Executive Committee for discussion or before the conference at large to discuss in general terms, without naming any infractors of that code, to get an expression of the conference as to their attitude toward such matters. That admonition would govern the members more effectively than mentioning them by name before some committee for their rebuke. I think that might be left for such matters to be brought up at consequent conventions by the offended party who should be given consideration.

MR. JACOBS: While I had more in mind, probably I emphasized the infractions too much. What I had in mind was, for instance, we'll say a man in Kalamazoo wasn't quite clear in his mind as to just what a certain article in that code meant, and he wanted an interpretation of it. To whom is he to apply? Would it be proper for him to write to the Board of Trade and have them interpret it for him? It was my thought to take that out of the hands of the Board of Trade and place it in the hands of what you might term a judicial committee.

PRESIDENT KIDD: Mr. Jacobs, the supposition is that after this code has been adopted, and I think you were largely instrumental in forming it, with the ability that most of the booksellers have of being able to read and understand it, they can do their own interpreting, and if they can't operate according to the rules of the game, that is their misfortune. But the code is supposed to be clear enough to handle all matters of that kind. I personally cannot see any necessity for a committee on that, altho, perhaps, the meeting might feel differently.

MR. JACOBS: I wanted to get an expression of opinion.

SECRETARY MEYERS: The American Arbitration Society has been instrumental in developing a number of Boards such as Mr. Jacobs suggests in trade associations, the men to consider all infractions of the code of ethics of the various associations and to decide on just how they ought to act.

Incidentally, there are a number of complaints from booksellers in various locali-

ties that come to my office about breaking of publication dates, cutting of prices and things of that sort. If we had such a board in this Association, that Board would have a great deal more effect on the bookseller who is breaking our code the second or third time it was necessary to write that bookseller than my writing them two or three times. The only place where I disagree with Mr. Jacobs would be in the number of men on that board. I think it should be larger than three.

PRESIDENT KIDD: Don't you think if that were left to the Executive Committee to make an appointment of a number of people who might handle that matter it would be just as well?

MR. JACOBS: I am quite content. I simply wished to get an expression of opinion of the convention. It was just a thought of mine, that it would make for the smoother operation of the code if there were a definite body or committee to whom any one who wanted information about the interpretation of the code could address themselves. Suppose we let it go for a year and see how it works out and take it up next year.

PRESIDENT KIDD: What is the pleasure of the meeting on the matter?

MR. JACOBS: There is really no motion before the convention.

PRESIDENT KIDD: Let's continue with our program. Mr. Brentano, will you please step up and make your report?

[LOWELL BRENTANO's report has been printed with the other Round Table Reports.]

PRESIDENT KIDD: Mr. Nye, we will have a very important report from you, that of the Nominating Committee.

MR. NYE: This is indeed a very important committee. It reflects the names of the men who will have charge of the work of this Association for the coming year, and there is no question in the mind of the committee of their eminent qualifications.

It gives me pleasure to make the following announcement:

Officers Elected for 1927-28

President, JOHN G. KIDD, Stewart Kidd, Cincinnati.

1st Vice President, J. JOSEPH ESTABROOK, Joseph Horne Co., Pittsburgh

2nd Vice President, FRANK L. MAGEL, Syndicate Trading Co., New York City.

3rd Vice President, MARGUERITE EWING, J. K. Gill Co., Portland Oregon

Treasurer, STANLEY G. REMINGTON, Norman, Remington Co., Baltimore, Maryland

Secretary, HARRY V. KORNER, Korner & Wood, Cleveland

Board of Trade:

GEORGE W. JACOBS, George W. Jacobs Co., Philadelphia

FRANK I. MAGEL, Syndicate Trading Co., New York City

J. JOSEPH ESTABROOK, Joseph Horne Co., Pittsburgh

ALFRED HARTOG, Columbia University Press, New York City

WILLIAM M. DAVIS, Kingston, New York

A. G. SEILER, New York City

Alternates:

J. W. CLINGER, Judson Press, Philadelphia

JOHN LOOS, Brentano's, New York City

HENRY S. HUTCHINSON, New Bedford, Mass.

PRESIDENT KIDD: I shall have to make a confession. It is perfectly obvious to any thinking person, that while I am one of the world's champion book salesmen and probably have sold as many Robert's "Rules of Order" as anybody in the world, my knowledge of Parliamentary procedure is limited to one reading on the way from Cincinnati to New York. After having read the book, apparently all my analytical understanding of the written word faded into the dim and distant past. So this morning, with your usual courtesy, you passed over many more or less egregious blunders that I have made from my limited knowledge, and I can assure you that one of the first jobs I shall try to perform will be to get an understanding of this marvelous book that never appealed to me before quite as much as at this moment.

I want to say this, that on behalf of the new officers and the old officers who have been elected that we shall endeavor to the best of our ability to perform the numerous duties. It seems to me that last year (I have been attending these conventions more

than sixteen or seventeen years) things seemed to run along in a very smooth manner under the guidance of the very talented gentleman who was President of the Association. The contrasting ease with which Walter McKee handled these matters, and the apparent simplicity of the matters that came before him fill me with admiration. Apparently everything has broken loose this year; everything has happened, and while it hasn't been altogether agreeable, at least, it has been interesting.

I am going to ask again for Mr. Arthur Brentano and Miss Massee. [Not present.] I guess we shall have to pass up their reports. I attended the morning session of Mr. Brentano's meeting and found it most interesting and enlightening, and in the afternoon everybody seemed to be particularly keen for the entertainment that we had from Miss Massee with the courteous cooperation of Doubleday, Page & Co.

[Reports on these two Round Tables have been given with the other Round Table Reports.]

MR. CROWELL: Mr. Chairman, there is one question to which I should like to call your attention and that is the question as to the cooperation that we are to give the Federal Board for vocational education. I understand the resolution is confined to an endorsement of that effort. I don't know whether it is within the province of the Executive Committee or the Treasurer or the Board of Trade or only a recommendation of the convention that some financial support be given to this work. Mr. Barnhart explained to the convention and to the group with whom he discussed the matter last Saturday that the only expense involved in the preliminary study of a course in bookselling would be the expense of sending and maintaining in Washington for a maximum period of two weeks, six or seven people. It seems to me that if we are really interested in this question that we must take the step that is necessary to finance it.

I may say the word has been given to me from the President of the College Group that they have committed themselves to stand an expense up to \$100. So that indicates on their part a very real endorsement of the proposed work.

PRESIDENT KIDD: Yesterday that matter was brought up. Mr. Eisele brought in a motion or resolution that we as an Association contribute \$750 or \$1000 to this very worthy object. Mr. Remington and myself have been mulling over the finances and the prospects and additional expense that we will have this forthcoming year, and we didn't feel that the Association could possibly stand it. We have got directly to face a \$1600 a year increase in salaries which must be taken care of first. I thought, after a careful analysis of the possibilities for next year, with a formal increase, that we could as an Association stand, we will say, \$250, and I thought it would be up to the Executive Committee to decide on the exact amount after we had interviewed the Treasurer. Then it occurred to me that what this expense involved was merely a matter of having a representative at Washington who could spend a week or ten days with Mr. Barnhart, and that the firms sending men in would be perfectly willing to stand at least

part of the expense. I know, for one, that if I had the opportunity, I'd certainly want to go myself, and if not, we will probably be able to send somebody from our concern. I think that we'd have really little difficulty in getting enough other concerns to contribute time and money necessary to keep those selected there. Certainly, we are not going to let this matter drop; it is too vitally important. We are going to try to work it all out, but I think it will be up to the Executive Committee to make a decision and cooperate with the Board of Trade.

MR. ROSS: Mr. President, does the Executive Committee understand the committee has power to act on that from the resolution?

PRESIDENT KIDD: Not from the resolution, I don't believe, but this was a matter that has been brought up before.

MR. HERR: Mr. President, I rise to a question. It is my recollection that in past years (I wasn't at the convention last year) but, for many years past, it has been the custom of this Association to support by resolution and membership activity the American Fair Trade League, which is an agency actively trying to secure passage of legislation which is important to us—

PRESIDENT KIDD: Mr. Herr, that was dropped last year because the American Fair Trade League hasn't accomplished anything. It was merely a matter of contributing \$100 or \$200 but which didn't get us anywhere.

MR. NYE: In connection with that I will say I have attended some conferences in the National Chamber of Commerce in Washington, and I think there was very little hope for the passage of a bill of that nature. The opposing interests were entirely too strong.

PRESIDENT KIDD: Is there any further business to come before the convention?

MR. REMINGTON: Yes, where do we meet next year?

PRESIDENT KIDD: We will decide that later.

MR. EISELE: I would like to have the question of the appropriation still open. I think it is very important that the Associa-

tion as such go on record for a small amount to help along the work of the Federal Board. I think it is very vital, especially as the college bookstores have already appropriated a hundred dollars. I think the Association can contribute \$250.

PRESIDENT KIDD: Mr. Eisele, of course, we are perfectly willing to recognize that, but the Executive Committee have the power to do that. But if you'd rather have it on the record—it was suggested yesterday that the Association would stand at least \$250 and perhaps more if we were financially able to do it. But if you want to make a motion, all right.

MR. EISELE: I make that as a motion. [The motion was duly seconded.]

MR. GRAUER: I wonder if it would be wise (I bow in deference to Mr. Eisele's experience) to commit the Association without a full knowledge of all the facts, to the expenditure of money until the plan has been more definitely and concretely developed. I think if we put the matter in the hands of the Executive Committee with power to study the situation that will accomplish the same purpose.

PRESIDENT KIDD: I presume Mr. Eisele's idea is that we give Mr. Barnhart and his associates some recognition. There is no question about our desire to help in this very worthy movement.

MR. MELCHER: I don't think we should have it in the records that nothing has been

done. One member of the Association asked to work on this spent a whole day with Mr. Barnhart. I think our records should not be misleading. The entire committee of eleven spent six hours in a study of the matter one morning at the National Association of Book Publishers' office.

PRESIDENT KIDD: I think you are right.

MR. MELCHER: This is the only general meeting before which this has come up in concrete form and Mr. Eisele wishes to put us as a group on record. So I'm sure the record should be accurate.

MR. ROSS: May I inquire—Mr. Eisele's motion does not appropriate a definite sum—it authorizes the Executive Committee to utilize the funds of the Association up to a certain amount as in their discretion seems sufficient for this purpose. Is that the motion?

MR. EISELE: I will restate it. I move that the Executive Committee be empowered to allocate a certain sum at its discretion to further the work in connection with the Federal Board of Educational Vocation.

[The motion was duly seconded and carried.]

PRESIDENT KIDD: If there is no further business I will entertain a motion to adjourn until the final session this evening.

[It was voted on motion made by Mr. Nye and duly seconded that the meeting adjourn.]

Playtime at the Convention

UNDER the leadership of Frank Magel, the Entertainment Committee planned bountifully for the evening hours of the convention, and the delegates found no lack of hospitality. Following the plan so happily begun last year at St. Louis, the convention opened Monday evening with a dinner-dance at the Grand Ballroom of the Hotel Commodore. Over three hundred people sat down, and half the floor was kept for dancing, which continued between the courses and after the dinner was over. This supplied a very delightful way of renewing acquaintances and visiting from table to table to see friends.

Tuesday evening was "Carnival Night" at the Park Lane Hotel. This was a 10-2 o'clock party and lasted well beyond 2 o'clock. There was a midnight entertainment consisting of a mock booksellers' banquet, at which speeches were made by Adam Berger, Guy Holt, Earl Balch and Richard Wood. Between the dances booksellers were entertained by a variety of talented people who courteously volunteered their services: Jan and Cora Gordon, the English artists and authors of travel books including "Two Vagabonds in the Balkans" and "Two Vagabonds in Sweden and Lapland" (*Dodd, Mead*), who had arrived only that morning from



*Frank Magel, Chairman
of the Entertainment Committee*

London, played Spanish songs on native instruments; Evelyn Gates, the creator of "ecstatic dancing," gave an exhibition of her interpretative dancing to music by Chopin and Debussy played by Mark Perry at the piano. J. Harold Murray, star of "Rio Rita," sang, Lucy Heath did a Black Bottom and a tap step number, and Madame Smirnova told fortunes.

On Wednesday evening the convention met at 7:30 at the Roxy Theatre, where a section had been reserved for them. In this mammoth auditorium, where the five hundred members were but a small part of the audience, they found a well-rounded entertainment of music, dancing and motion pictures. Many adjourned after this to smaller parties.

On Thursday afternoon a new feature of convention programs was developed. The Associated Book Travelers played the part of hosts to the retailers at the big roof dining room of the Hotel McAlpin, with about four hundred and fifty present. Henry M. Snyder, president of the Association, presided, and there were present with him on the platform, Leon B. Archer,

vice president of the Association; Frank C. Dodd, president of the National Association of Book Publishers; John G. Kidd, president of the American Booksellers' Association; and Albert R. Crone, president of the New York Booksellers' League. After a delightful luncheon, the microphone was set up on the speakers' table, and President Snyder introduced Dr. John H. Finley of the New York Times as Toastmaster. Dr. Finley introduced to the audience Stephen Graham, who talked on "People I Have Met While Studying Night Life in New York"; Margaret Widdemer, who discussed "Novels and the New Matrimony"; Lawrence Rising, who talked on "Best Sellers in Morocco"; and Don Marquis, who read his ever delightful "Noah and Jonah and Cap'n. John Smith."

When the banquet began in the big ballroom of the Hotel Commodore on Thursday night, over a thousand people had been seated, the largest banquet in the history of the convention, and one of the most brilliant of the Association's gatherings. The chef of the hotel outdid himself. Before the regular speeches of the evening, President Kidd, presiding, gave opportunity for the extension of public thanks to several of those who had worked so hard for the detailed success of the convention: to Ernest Eisele of B. Westermann & Company, who was responsible for the unusually successful programs of the general sessions as printed in full in this number; to Belle M. Walker of the American News Company, who organized the hospitality for the women delegates; Ike Ottenheimer of Baltimore, who has, for several years, taken on the arduous duty of gathering the transportation vouchers and to whom was presented a pair of gold cuff links with the compliments of the Association; to Frank Magel of the Syndicate Trading Company of New York, who as chairman of the Entertainment Committee, had made all of the delegates his debtors—to him was presented an engraved gold belt buckle with the thanks and appreciation of the convention.

As the first speaker, President Kidd introduced Bruce Barton, author of "The Man Nobody Knows," and "The Book

Nobody Knows." He described as his special interest, the desire to see whether religion and business cannot get to work in harmony in the modern world, and he illustrated his problem by several delightful and pointed stories.

Dr. Henry Seidel Canby was the next speaker, and he made a serious and most effective address, pointing out the relation of booksellers to publishers and authors, suggesting the gain that would come about if every critic could be a bookseller for six months and every bookseller sit in the critic's chair for the same period.

"If I were ever going to open a training school for critics—and God knows they need it—for the academically trained critic who insists on comparing everything to Aristotle, and the unacademic critic who thinks that everything that is new must be novel; if I were ever going to open such a training school I should send every incipient critic to sell books for at least three months of his course. I would do so in the hope that he would learn that there are two kinds of books and two kinds of criticism; that there is the book which is absolutely excellent, good at any time, and there is the kind of book which may not live a hundred years, which may not be absolutely excellent, but which the time and period need; which I need this year, but didn't need last year; which somebody needs next year when the book comes out—the book which contains the medicine for its own times.

"Now, that is what booksellers know, and I think a great deal of the irritation of the practical critic against the professional critic is that he realizes that you can't say this book is not the great literature, hence out with it.

"On the other hand, I'd like to send every bookseller into an editor's chair, into a reviewer's job for two or three months, and for a very different reason. I think if you could regard books from the critic's point of view for a while, if you could realize what a precious and rare commodity you handle, if you could see once as a critic must see that after all, all of our civilization is in its books.

"This, of course, is an age of moral transition. Some people call it the age of freedom, and some people call it the age

of censorship. They mean exactly the same thing from different points of view. When I was a youngster when we were discussing anybody who had got into difficulties from being too full-blooded we said that he lacked self-control. And today, when we talk about any such person we say he is over-sexed.

"Now, there is a whole history of philosophy in that contrast. It isn't that we are less moral than we were then. There has been no change of that kind; but twenty years ago we were thinking of how best to hold back things that ought to be



*Christopher Morley
one of the speakers at the banquet*

held back, and today we are thinking of how best to release things that must be released. It has been a shift of emphasis. But just because the emphasis is shifting the problem is not solved.

"Well, we critics can handle that situation till the cows come home, but in the last analysis it is the bookseller in his shop who has got to sell his book, and, if his shop is in Boston, perhaps go to jail for it, who is the really responsible person.

"I heard a suggestion made the other day which I'd like to steal for the benefit of this audience. This person said,

'You know a lot of the trouble today is in the words we use. I propose that we stop using the word indecent, because it doesn't mean anything.'

"My friend made this further suggestion. She said, 'Let's stop talking about indecency. We don't know what it means.'

"What was indecency twenty years ago is perfectly decent now. Let's talk about pornography. We know, for the time being at least what we mean by pornography, and we will continue to know for about ten years. We know, for example, that the Old Testament is very indecent, and we know it would be absurd to call it pornographic.

"I am not delivering a lecture on censorship. I am only saying to you with all the seriousness that I can muster that if you practical critics who actually sell the books are going to stand upon some outworn definition of decency and are going to exclude honest realism, necessary frankness, because twenty years ago it was indecent, there is going to be such a wave of bootlegging in this country as will make bootlegging look like thirty cents. It is going to come as sure as fate, and furthermore, on the other hand, if you fail to define pornography for yourself we will have another such violent, blind and partisan reaction as in the Puritan Seventeenth Century swept over the English stage and destroyed its dramatic values for a century. And I think, ladies and gentlemen, that while we critics may talk, practical judgment and courage lies in your hands."

Dr. Will Durant, author of "The Story of Philosophy," completely captured the interest of the large gathering, and seldom has a serious subject been so completely in accord with the spirit of an after-dinner occasion. He said, in part:

"I suppose the Chairman wants each of us to talk about his hobby, and I suspect that in his mind the intention of having me speak was that I should explain to you within three or four minutes why I like philosophy. If I haven't done it in 586 pages, of what use are three minutes more? I like philosophy because of its problems and because of its personalities. Not those problems that occupy so much the academic philosopher; not the problems

of logic, tho the old question as to what is truth and can be made pretty exciting; not the problems of epistemology, whether this is a rose or only my notion of a rose, but the problems of life. What does life mean? How can we have some sort of order in its chaos and its contradictions? What is death. As I once said, philosophy is a matter of life and death. It is a passion for unity that sees disorder everywhere, inside and without, and is never content until it drags that disorder into some significance, into some focus and unity. It seems a wilderness of sensations, for example, and it brings them into the order of ideas. And it brings the chaos of ideas into the order of knowledge, and the chaos of knowledge into the order of wisdom. Always it wants unity, and it looks within and sees a forest and jungle of desires there, and seeks to bring into them the unity and order that make character and personality.

"Then, of course, I like philosophy perhaps above all because of the philosophers. What adventure is there greater in the whole history of man than the adventure of thought? A great publishing house recently brought out two admirable books under the title of 'The Human Adventure,' but great as those books were they did not deserve that title, because the human adventure is the adventure of thinkers going forward inch by inch, century by century, the flag of knowledge in the realm of ignorance, conquering superstition, bursting shackles year by year, liberating the mind and soul of man. That is the adventure that we are to dignify with the adjective human. Essentially it is the history of philosophy, of profound and fundamental thought.

"When I think of philosophy I see Socrates drinking himself to death with hemlock. I see Bruno burning at the stake. I see Spinoza polishing lenses in his lonely attic, and I understand that not on the battle field of man, not in the market places, not in the political offices, but there in those secluded spots the history of man has been made.

"And what a privilege it is for a moment to step into those attics, into the shade of the porticos where Socrates taught and listened as one pupil among many.

Our education deals too much with ideas and not enough with personalities. I should like to think of education as an ennobling intimacy with the great men and women of mankind, and hence, I think of philosophy as this acquaintance with a Plato, with Socrates, with Aristotle, with Spencer, with Spinoza. I think of a sort of city of God in which all these geniuses still live along with the poets and scientists and artists of the past. Education means to become acquainted with all the great men that history can tell us of.

"When I think of education in that sense it dawns upon me that perhaps the booksellers of America are the greatest educational profession and activity in the country. To think that a young man or

woman can come in to you, and you take down from a shelf part of the intellectual heritage of mankind. What a function that is! I think of Anatole France growing up in his father's bookshop. I wonder how many other subtle and sensitive souls have browsed among your books stealing a little honey and wisdom now and then and here and there."

Roxy followed Dr. Durant and spoke briefly about his new creation, "The Cathedral of Motion Pictures."

Christopher Morley, introduced as "the patron saint of booksellers," made a particularly happy speech. He spoke of the tender relation which has come to exist everywhere between the author and the bookseller.

Record of Attendance

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| Abramson, Mr. and Mrs. Ben, Argus Book Shop, Chicago. | Baker, Ingham C., G. & C. Merriam Co., Springfield, Mass. |
| Adams, Mr. and Mrs. J. Sidney, Samuel Gabriel Sons, New York. | Baker, Orlando M., Macmillan, New York. |
| Albrecht, Wm. P., Macmillan, New York. | Baker, Ross G., Bobbs-Merrill, New York. |
| Allen, Edward F., Longmans, Green, San Francisco. | Baker, Victoria E., Skidmore College, Saratoga Springs, N. Y. |
| Allen, Mr. and Mrs. K. A., Allen & Co., Waukegan, Ill. | Ball, Sarah, Ball & Wilde, New York. |
| Allison, H. L., Putnam's, New York. | Banister, Charles H., Davis & Banister, Worcester, Mass. |
| Amis, George Wm., Harcourt, Brace & Co., New York. | Barden, Mrs. C. M., King Cole's Bookshop, Galesburg, Ill. |
| Anderson, Philip M., Putnam's, New York. | Barnes, John W., Barnes & Noble, New York. |
| Andrus, Mrs. Katherine, Public Health Assn., New York. | Barney, Annis O., University Stores, Burlington, Vt. |
| Antrobus, Mrs. Fay, W. K. Stewart Co., Indianapolis. | Barrington, Mr. and Mrs. George Whar-ton, Bryn Mawr Cooperative Society, Malvern, Pa. |
| Archer, Leon B., Cosmopolitan Book Corp., New York. | Barse, H. H., Barse & Hopkins, Newark, N. J. |
| Arnall, M. L., Lamar & Whitmore, Richmond, Va. | Bauer, Harry, A. L. Burt Co., New York. |
| Arnoldsmith, E., Cranston Co., Norwich, Conn. | Bayer, Mrs. F. F., Scarsdale, N. Y. |
| Austin, Henry Warner, Playhouse Shops, Washington, D. C. | Baxter, F. F., Oxford University Press, New York. |
| Axdrod, Morris, Doubleday, Page, Garden City, N. Y. | Beaman, Charles A., Forbes & Wallace, Springfield, Mass. |
| Bachman, Mr. and Mrs. Geo. F., Thomas Nelson & Sons, New York. | Beaird, Mr. and Mrs. Pat, Lemar & Whitmore, Nashville, Tenn. |
| | Beardsley, W. W., J. H. Sears Co., New York. |

- Bell, James J., Cosmopolitan Book Corp., New York.
- Bennett, Whitman, Bennett Bindery, New York.
- Bersch, J. W., Amer. Baptist Pub. Soc., Philadelphia.
- Biddle, Ward G., Indiana University Bookstore, Bloomington, Ind.
- Billings, E. B., Billings Co., Providence.
- Billings, Marion G., Billings Co., Providence.
- Bingham, G. B., Burrows Bros. Co., Cleveland.
- Blanchard, June, Junior League Bookshop, Brooklyn.
- Blanchard, Maud A., The Booke Shop, Providence.
- Blanchet, Anne, Junior League Bookshop, Brooklyn.
- Bloch, Charles E., Bloch Pub. Co., New York.
- Bloch, Edward H., Bloch Pub. Co., New York.
- Bohmalk, J. F., D. Van Nostrand Co., New York.
- Bohne, Savilla C., Doubleday, Page Bookshop, St. Louis.
- Bohr, Ella Cole, Freehold, N. J.
- Bollman, Miss K. S., Lebanon, Pa.
- Borges, Dorothy, New York Univ. Press, New York.
- Boylan, Katherine M., Columbia University Bookstore, New York.
- Bradley, Jr., Mrs. Charles, The Booke Shop, Providence.
- Bradstreet, Mrs. Helen M., Simmons Coop. Store, Boston.
- Braselman, F. M., Presbyterian Board of Christian Education, Philadelphia.
- Brazer, Geo. W., Presbyterian Book Store, New York.
- Brentano, August, Brentano's, Inc., New York.
- Brentano, Jr., Arthur, Brentano's, Inc., New York.
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- Britton, W. I., George H. Doran Co., New York.
- Brockhaus, Wolfgang, New York.
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- Brown, Frances P., W. K. Stewart Co., Louisville, Ky.
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- Brown, Nicholas L., New York.
- Browne, D. B., Himebaugh & Browne, New York.
- Bruce, Frank, Houghton Mifflin Co., New York.
- Buist, David C., A. A. Knopf, New York.
- Bunn, B. Franklin, The Princeton Univ. Store, Princeton, N. J.
- Burger, Mr. and Mrs. A. W., Harper Bros., New York.
- Burkhardt, Chas. A., E. P. Dutton & Co., New York.
- Burns, Thomas R., Doubleday, Page & Co., Garden City, N. Y.
- Burrey, John C., Carnegie Institute of Technology, Pittsburgh.
- Burt, Edward F., A. L. Burt Co., New York.
- Butler, Mrs. Helen H., Newbook Library Co., Columbus, O.
- Butterfield, Mr. and Mrs. A. S., Smith & Butterfield, Evansville, Ind.
- Cain, J. J., McCarthy Book Store, Minneapolis.
- Campbell, Charles E., Loring, Short & Harmon, Portland, Me.
- Carhart, A. B., The Rodgers Book Store, Brooklyn.
- Carr, Laura A., The Bookshop, Morristown, N. J.
- Carter, Grace J., D. M. Read Co., Bridgeport, Conn.
- Carns, Gustave, Open Court Pub. Co., Chicago.
- Cathcart, Noble A., The Saturday Review, New York.
- Cerchio, Lola, Butlers, Inc., Wilmington, Del.
- Chalmers, Alfa T., Geo. E. Chalmers Co., Inc., Rutland, Vt.
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- Clarke, Emily, Pettibone, McLean, Inc., Cincinnati, O.
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- Clinch, F. A., D. Appleton & Co., New York.
- Clinger, J. W., Amer. Baptist Pub. Soc., Philadelphia.
- Cloke, F., Cloke's Bookshop, Hamilton, Canada.
- Clough, Frank, Fred Harvey, Kansas City, Mo.
- Coffey, John, Vanguard Press, New York.
- Colby, William J., Willet, Clark & Colby, Chicago.
- Cole, Mrs. Charles S., King Cole's Bookshop, Galesburg, Ill.
- Collins, Katrine, Boston Common Book Service, Boston.
- Collins, Martha B., Britannica Book Shop, New York.
- Combie, Mr. and Mrs. W. R., New England News Co., Boston.
- Conklin, L. M., Strouss-Hirshberg Co., Youngstown, O.
- Connolly, C. E., Charles Scribner's Sons, New York.
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- Cook, Howard W., Reilly & Lee Co., New York.
- Corbin, Donald C., Abraham & Straus, Inc., Brooklyn.
- Corey, John H., City College Co-op. Store, New York.
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- Crespin, V., Foregin Publication, Inc., New York.
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- Crone, Dorothy K., R. R. Bowker Co., New York.
- Crowder, J. L., Boni & Liveright, Chicago.
- Crowell, Cedric R., Doubleday, Page Book Shops, Inc., Garden City, N. Y.
- Crowell, Thomas Y., Thomas Y. Crowell Co., New York.
- Crumbie, Clive, The Chat, Brooklyn.
- Cugell, Ethel, Britannica Book Shop, New York.
- Cummings, Tina J., The Wm. Hengerer Co., Buffalo, N. Y.
- Cummings, Zellat, Abraham & Straus, Inc., Brooklyn.
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- Daly, Rose, Shelton Hall Library, New York.
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- Davis, Hope G., Loring, Short & Harmon, Portland, Me.
- Davis, W. M., Forsyth & Davis, Inc., Kingston, N. Y.
- Day, Copelin R., W. W. Norton & Co., New York.
- Degel, Loretta, Sherwood's, New York.
- de Graff, Robert F., Garden City Pub. Co., Garden City, N. Y.
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- Dewey, Ellen M., Union College Book Store, Schenectady, N. Y.
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- Dickason, Miriam B., New York.
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- Donahue, Mr. and Mrs. Fred L., Schoenhof Book Co., Boston.
- Donithorne, John B., Cratesville, Pa.
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- Dudley, Lavinia Pratt, The Britannica Book Shop, New York.
- Duffield, Elizabeth M., Carteret Bookshop, Newark, N. J.
- Dugan, Mr. and Mrs. Charles F., Rhode Island News Co., Providence.
- Dunlap, Harry B., Longmans, Green, New York.
- Duryea, C. R., James Pott & Co., New York.
- Dutton, Mervin K., The Ohio State University Press, Columbus, O.
- Eerdmans, W. B., W. B. Eerdmans Pub. Co., Grand Rapids, Mich.
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- Foss, H. Rodney, The John C. Winston Co., Boston.
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- Fox, Esther, Central Circulating Library, Miami, Fla.
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- Garton, Russell I., Macmillan Co., New York.
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- Geinzberg, Harold K., The Viking Press, New York.
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- Gilman, Dorothy Foster, Boston Transcript, Boston.
- Gittens, Mr. and Mrs. C. H., Harper & Bros., New York.
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- Hurdon, J. D., Grosset & Dunlap, New York.
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- Keley, Mr. and Mrs. Joseph E., Atlantic Monthly Co., New York.
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- McManis, Rumana, Hidden Book Shop, New York.
- Macrae, Elliott B., E. P. Dutton & Co., New York.
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- Mahony, T. F., F. A. Stokes Co., New York.
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- Manwaring, Frank L., University Store Co., Orono, Me.
- Margolies, Joseph A., Brentano's, New York.
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- Melcher, Frederic G., *Publishers' Weekly*, New York.
- Mellick, Mrs. L., Hahne & Co., Newark, N. J.
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- Meyer, H. V., John C. Winston Co., Philadelphia.
- Meyer, Wallace M., Scribner's, New York.
- Millen, W. D., H. & W. B. Drew Co., Jacksonville, Fla.
- Miller, Miss, Garden City Pub Co., Garden City, N. Y.
- Miller, Max Merrill, Newport, Vt.
- Minton, Melville, Minton, Balch & Co., New York.
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- Mulligan, Peter P., Thoms & Eron, New York.
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- Neuhoff, Annemarie, Sherwood's, New York.
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- Orr, Clifford B., Doubleday, Page Bookshop, New York.
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- Owens, Ethel, Methodist Book Concern, New York.
- Park, Mrs. R. B., Doubleday, Page & Co., Garden City, N. Y.
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- Pilkington, Jos. V., Cokesbury Press, Nashville.
- Pincus, Bernard, M. E. Blatt Co., Atlantic City, N. J.
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- Sillcox, Luise, Authors' League, New York.
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- Smith, E. Arnold, Cranston Co., Norwich, Conn.
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- Stenfield, Rae, Coatesville, Pa.
- Steinlein, Alice L., Greenwood Book Shop, Wilmington, Del.
- Steloff, I. Frances, Gotham Book Mart, New York.
- Stephens, Jack, Meridian Bookshop, Indianapolis.
- Steuart, Mary B., The Sign of the Mermaid, Baltimore.
- Stevenson, N. J., Dodd Mead & Co., New York.
- Stewart, Geo. W., Harcourt Brace & Co., New York.
- Stimmel, Blanche, Elder & Johnston Co., Dayton, O.
- Stokes, Mrs. E. W., The Book Shop, Lamar & Whitmore, Nashville, Tenn.
- Suffert, G. V., Doubleday, Page Co., Garden City, N. Y.
- Sully, Geo., George Sully & Co., New York.
- Sully, G. Leonard, George Sully & Co., New York.
- Sutphin, Edwin S., New York Sun, New York.
- Swift, George W., Brentano's, Washington, D. C.
- Taylor, Maude, Sherwood's, New York.
- Taylor, Mr. and Mrs. S. W. H., Boston Evening Transcript, Boston.
- Teeter, Mrs. Lulu S., F. & R. Lazarus & Co., Columbus, O.
- Temple, Ruth W., Middlebury, Vt.
- Terrell, J. M., Henry Holt & Co., New York.
- Terrill, Jane V., Longmans, Green & Co., New York.
- Thomas, Betty, Students' Supply Shop, Boston, Univ., Boston.
- Thomas, Wilbur M., National Publishing Co., Philadelphia.
- Ticknor, Benjamin H., Houghton Mifflin Co., Boston.
- Tienken, A., The American News Company, New York.
- Tillenghast, Julia L., The Post Box Book Service, Inc., New York.

- Tilley, Mr. and Mrs. R. F., Lothrop Lee & Shepard Co., Boston.
- Titzell, Josiah C., *The Publishers' Weekly*, New York.
- Titterton, L. H., Macmillan, New York.
- Toben, Mr. and Mrs. Berkeley S., Brentano's, New York.
- Tracht, Fred H., Univ. of Chicago Bookstore, Chicago.
- Traver, Mr. and Mrs. Lewis B., Traver's Book Store, Trenton, N. J.
- Traver, Mr. and Mrs. Morris S., Traver's Book Store, Trenton, N. J.
- Tremeer, Grace, Association of Canadian Bookmen, Toronto.
- Trenkle, Charles J., Macmillan, New York.
- Tucker, Ada, Edgar S. Werner & Co., New York.
- Tyler, Marjorie, University of Chicago Press, Chicago.
- Ulrich, Arthur A., Oxford Univ. Press, New York.
- Ulrich, Dr. Mabel S., Mabel Ulrich's Book and Print Shop, Minneapolis.
- Varian, Florence, Brooklyn.
- Vass, A., Brooklyn.
- Vass, Edward J., Dial Press, New York.
- Vaughan, Mr. and Mrs. L. B., Frederick J. Drake & Co., Chicago.
- Viet, Miss, Methodist Book Concern, New York.
- Waite, Margaret, Atlanta, Ga.
- Walker, Belle M., American News Co., Inc., New York.
- Walker, Stanley W., Henry Holt & Co., New York.
- Wallace, Edward W., Oil City, Pa.
- Wallis, R., Stern Brothers, New York.
- Walsh, Albert H., The Review of Reviews, New York.
- Walsh, Richard J., John Day Co., New York.
- Walter, Henrietta, The Post Box Book Service, New York.
- Warfield, G. F., Hartford, Conn.
- Wentworth, Mr. and Mrs. F. L., University Bookstore, Durham, N. H.
- Wessels, A., Stoll & Edwards Co., Inc., New York.
- Wetherbee, Arthur E., Medici Society of Am., New York.
- Werner, Mrs. M. S. Titus-, Edgar S. Werner & Co., New York.
- Weyhe, E., 794 Lexington Ave., New York.
- White, Frank, Lamar & Whitmore, Nashville, Tenn.
- Whitman, Albert, Chicago.
- Whitney, Hurd, Minton, Balch & Co., New York.
- Whitworth, Mr. and Mrs. George, Scribner's, New York.
- Wilde, Alice, Ball & Wilde, Inc., New York.
- Welker, Leon, D. Appleton & Co., New York.
- Wilkie, Sam'l G., City College Co-op. Store, New York.
- Williams, Arnold E., Grosset & Dunlap, New York.
- Williams, Donald, New York Sun, New York.
- Williams, H. E., The American News Co., Inc., New York.
- Williamson, Dr. and Mrs. C. C., Columbia Univ., New York.
- Wills, Mr. and Mrs. R. J., Wills Book & Stat'y Co., Greensboro, N. C.
- Wilson, Augustus W., Regan Pub. Corp., Chicago.
- Wilson, Ralph, McDevitt-Wilson, Inc., New York.
- Winters, John F., The Century Co., New York.
- Wood, Mr. and Mrs. Ashton C., Meigs Pub. Co., Indianapolis.
- Wood, R. K., Alfred A. Knopf, New York.
- Worth, John, Methodist Book Concern, New York.
- Wright, Mr. and Mrs. Warren H., Little, Brown & Co., Boston.
- Young, H. K., A. L. Burt Co., New York.
- Young, Shepherd, College Book Store, Terre Haute, Ind.
- Yust, Walter, Public Ledger, Philadelphia.
- Ziegler, Mr. and Mrs. E. H., Geo. H. Doran & Co., New York.
- Zimmermann, A. C., Scott Stamp & Coin Co., New York.

Libel Suit Against Appleton Dismissed

THREE years ago Joseph E. Walker of Brooklyn sued D. Appleton & Co. for libel because they had published a book by Melville Davisson Post entitled "Walker of the Secret Service." He claimed libel because he was the only Walker in the Secret Service and that certain statements printed on the jacket were directed against him. Mr. Post testified that he had no knowledge of the real Mr. Walker and that the story was started before Mr. Walker went into the Secret Service. Both Mr. Jewett, editor for Appleton's, and Mr. Pfeiffer, formerly advertising manager, testified that they hadn't the least thought of connecting the book with any actual person. Judge Cropsey directed the jury to find a verdict in favor of D. Appleton & Co. The suit was for \$50,000. In books as with the stage there has seemed to be an increased tendency to suits for plagiarism or for libel.

The Ohio University Bookstore Case

FOR five years F. C. Long of Long's Bookstore, Columbus, Ohio, has endeavored to prevent the University of Ohio from going into business in competition with privately owned stores. By a decision handed down on May 2nd from the Supreme Court the university is now free from all restraint.

Beginning with 1925, Mr. Long filed statements that the College's Cooperative Store was paying investors dividends and therefore it was not a proper function for a university. The Cooperative changed its methods and ceased payment of dividends except to students on purchase. Last year the store became university owned and operated instead of a cooperative. At the time of this reorganization the state assumed a \$5,000 debt of the old store, and Mr. Long claimed that this was unconstitutional. The decision of the Supreme Court dismisses all these complaints, and the University Bookstore will operate on a rotary fund, the receipts of one year supplying capital for the next.

Stanley Unwin Speaks at Columbia University

ON Monday, May 15th, Stanley Unwin, of George Allen & Unwin, Ltd., made an address on "International Book Distribution" at the McMillin Theater, Columbia University. John Macrae, president of E. P. Dutton & Co., and former president of the National Association of Book Publishers, made the introductory address. Mr. Macrae's friendship with Mr. Unwin dates back some time before Mr. Unwin's entrance into publishing.

Mr. Unwin spoke of America's growing consciousness of her own literature; of the increased exchange thruout the world in thought and opinion manifested by the growth in interest in translations. In the course of his travels Mr. Unwin found that Japan was a keener student of literature of other countries than any other country he had visited.

The work of translation for the English speaking world is only now beginning to receive the care it needed, Mr. Unwin thinks. Too often in the past the work of great authors has failed to make a strong impression, merely because the translation of it is inadequate. The comparatively small sale of the work of Count Tolstoy has been due, Mr. Unwin thinks, largely to the kind of translation his works first had.

Mr. Unwin spoke of the additional cost to the publisher of issuing work translated from a foreign language. The publisher, he said, must consider not only the regular production costs of the book itself but must figure also the additional cost of the translation, thus making his venture more speculative than the publication of most of his other books. To offset this risk foreign authors must consider waiving some percentage of their royalties to enable the publisher to issue their books in translation.

Mr. Unwin, in the course of his lecture, touched on the methods of book distribution in Germany, France, England and the Scandinavian countries. This subject he treats in greater detail in his recently published book, "The Truth About Publishing."

April Best Sellers

"ELMER GANTRY" retained its place at the top of the Best Seller list compiled by *Books of the Month* by what would be called in political parlance an overwhelming landslide. Its closest opponent was "The Old Countess," by Anne Douglas Sedgwick, which reached second place in its first month of publication. This is another Anglo-French novel by the author of "The Little French Girl." Another best seller that was published in April is Kathleen Norris' "The Sea Gull," at seventh place. Like other recent books by Mrs. Norris, this is a California romance. Following it is another title, new to the first ten on the list, "Dawn" by Irving Bacheller. "Dawn" is a tale of the time of Christ.

Both "Ask Me Another" and "Revolt in the Desert" have passed "The Story of Philosophy," which led the list of best selling non-fiction for many months. Captain Lawrence's thrilling narrative gave the "question book" a close race for first place. "Napoleon," "The Royal Road to Romance" and "The Man Nobody Knows" hold the same places that they had last month. "The Christ of the Indian Road" has progressed from eighth to seventh place, while "Why We Behave Like Human Beings" has gone down from third to eighth. "This Believing World," which slipped down in March, is again among the first ten in last place.

Altho "Elmer Gantry" "swept the country" in April, the five Boston stores that returned reports, obedient to the ban, did not give it a single vote. The combined reports of these stores results in a list for Boston that is headed by "The Old Countess." Next are "Forever Free" and "The Interloper." In non-fiction "Revolt in the Desert" is first, followed by "The Story of Philosophy" and "Ask Me Another." Best sellers in other cities were: New York City—"Elmer Gantry," "The Plutocrat," "The Old Countess"; "Revolt in the Desert," "Napoleon," "Ask Me Another." Chicago—"Elmer Gantry," "The Old Countess," "Revelry"; "Ask Me An-

other," "The Story of Philosophy," "Revolt in the Desert." Los Angeles—"Elmer Gantry," "The Old Countess," "Doomsday"; "Revolt in the Desert," "The Royal Road to Romance," "Napoleon."

FICTION

- Lewis. "Elmer Gantry." *Harcourt*. \$2.50.
 Sedgwick. "The Old Countess." *Houghton*. \$2.50.
 Deeping. "Doomsday." *Knopf*. \$2.50.
 Tarkington. "The Plutocrat." *Doubleday*. \$2.
 Stratton-Porter. "The Magic Garden." *Doubleday*. \$2.
 Deeping. "Sorrell and Son." *Knopf*. \$2.50.
 Norris. "The Sea Gull." *Doubleday*. \$2.
 Bacheller. "Dawn." *Macmillan*. \$2.50.
 Adams. "Revelry." *Boni & Liveright*. \$2.
 Parrish. "Tomorrow Morning." *Harper*. \$2.

NON-FICTION

- Spafford & Esty. "Ask Me Another." *Viking Press*. \$1.60.
 Lawrence. "Revolt in the Desert." *Doran*. \$3.
 Durant. "The Story of Philosophy." *Simon & Schuster*. \$5.
 Ludwig. "Napoleon." *Boni & Liveright*. \$3.
 Halliburton. "The Royal Road to Romance." *Bobbs-Merrill*. \$5.
 Barton. "The Man Nobody Knows." *Bobbs-Merrill*. \$2.50.
 Jones. "The Christ of the Indian Road." *Abingdon*. \$1.
 Dorsey. "Why We Behave Like Human Beings." *Harper*. \$3.50.
 Barton. "The Book Nobody Knows." *Bobbs-Merrill*. \$2.50.
 Browne. "This Believing World." *Macmillan*. \$3.50.

Changes in Price

CHARLES SCRIBNER'S SONS

The following books by F. Hopkinson Smith, each changed from \$2.00 to \$2.50: "Enoch Crane," "Kennedy Square," "The Tides of Barnegat," "The Under Dog," "The Veiled Lady," "Peter."

The following books by Henry van Dyke in the Original Illustrated Edition, with decorated cloth covers, each changed from \$2.00 to \$2.50: "The Golden Key," "Little Rivers," "The Blue Flower," "Fisherman's Luck," "The Ruling Passion," "Days Off," "The Unknown Quantity," "Out-of-Doors in the Holy Land," "The Valley of Vision," "Companionable Books," "Camp-Fires and Guide Posts."

"Art and Common Sense," by Royal Cortissoz, from \$2.00 to \$3.00.

"Memories," by John Galsworthy, from \$1.50 to \$2.00.

"Fighting Westward," "Settlers of the Wilderness," "Where the Trail Divides," each by Aline Havard, each from \$1.60 to \$1.75.

"The Book of Fish and Fishing," by Louis Rhead, from \$2.00 to \$2.50.

"The Goldfish," by Arthur Train, from \$2.00 to \$2.50.

NOTICE

To Booksellers and Librarians:

The Scribner prize list of "200 Books by American Authors" printed in the *Publishers' Weekly*, April 30th, has been reprinted in attractive booklet form for general circulation.

Copies will be supplied in quantities as follows:

100 copies	\$2.50
500 "	11.50
1000 "	20.00

With your name and address on the back cover, \$2.00 extra on any quantity.

Specimen copy sent on request.

THE PUBLISHER'S WEEKLY

Authors Organize to Combat Censorship

A GROUP of forty authors have organized a Committee for the Suppression of Irresponsible Censorship, a manifesto being issued from 66 Fifth Avenue. The statement reads: "We believe that the popular agitation for passing laws for the censorship of books and plays is a wave of hysteria sweeping over the country, and that, like all hysteria, this is unhealthy." This manifesto indicates the first organized effort of the authors to combat censorship, and the signers included Joseph Hergesheimer, Owen Davis, Walter Prichard Eaton, Will Irwin, Fannie Hurst, Edgar Lee Masters, Meredith Nicholson, and others.

First Editions of Robinson

THE question of what is a first edition of "Tristram" by Edwin Arlington Robinson has been complicated by the varying dates of publication of the three editions. The large paper copies of the edition with the Macmillan imprint were issued in March, the edition with the imprint of the Literary Guild was issued May 5th, the trade edition with the Macmillan imprint was issued on May 10th.

New Children's Editor

AMONG the many guests at the Children's Book Group meeting at the American Booksellers' Association Convention in New York was Lucille Gulliver, the new editor of the Children's Book Department of Little, Brown & Co. of Boston. It was an ideal opportunity for the many editors and authors present to meet Miss Gulliver and hear of her ideas and opinions of the present trend in children's books.

Miss Gulliver has contributed often to the Boston *Transcript* and is the author of "Daniel Boone," "Friendship of Nations" and "Over the Nonsense Road."

Harper Contest Winner Announced

IT has been announced by *Harper's Magazine* that Leokadya Popowska, of the senior class at the University of Michigan has won the Harper Intercollegiate Literary Contest for 1927 with a story, "The Living Sand," based on recollections of her childhood in Poland where she lived until she was ten years old. The first prize is five hundred dollars. Second prize of three hundred dollars was awarded to Charles Yost, a junior at Princeton University, for a short story entitled "And He Had One Son." The third prize is divided among four contestants, Gladys Sale of Western College, Oxford, Ohio; Agnes H. Nutall, of the University of California, Southern Branch; John R. Phillips, of the University of Virginia; and Bertram Enos, of Clark University. The judges were Henry Seidel Canby, Elinor Wylie and William McFee.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

About, Edmond François Valentin

Les jumeaux de l'hôtel Corneille; ed. by Medora L. Ray and Ruth A. Bahret. 196p. il. S [c.'27] Bost., Allyn & Bacon 80 c.

Aircraft year book, 1927. 410p. il., maps, diagrs. O c. N. Y., Aeronautical Chamber of Commerce of America, Inc., 300 Madison Ave. \$5.25

Alter, J. Cecil

Through the heart of the scenic West. [lim. ed.] 234p. il. map. D c. Salt Lake City, Shepard Bk. Co., 408 S. State St. bds. \$3.50

Descriptive travels through Utah's celebrated scenic parks and vacation lands.

Andrade, Edward Neville de Costa

What is the atom? 78p. (1p. bibl.) S (Things-to-know ser.) '27 N. Y., Harper bds. \$1

Appleton, Victor, pseud.

Tom Swift circling the globe, or, the daring cruise of the Air Monarch. 216p. front. D (Tom Swift ser.) [c.'27] N. Y., Grosset 50 c.

Barbour, Ralph Henry

Right half Hollins. 288p. il. D (Football eleven bks.) [c.'25] N. Y., Grosset 75 c.

Barman, Christian

Balbus, or, The future of architecture. 80p. diagrs. S (To-day and to-morrow ser.) [n.d.] N. Y., Dutton \$1

Barnes, Annie Maria

A knight of Carolina. 365p. D c. Phil., Penn \$2

A romance of colonial days, featuring Mark Ashton, gentleman of London, and a charming lass of Charles Town, Carolina.

Barnes, Edwin Ninyon Chaloner

Music as an educational and social asset.

124p. (2p. bibl.) S '27 Phil., Theo. Presser \$1.50

Barrows, Harlan H., and others

Geography: Europe and Asia. 287p. (bibl.) il. maps (pt. col.) O (Barrows and Parker geography, bk. 3) [c.'27] N. Y., Silver, Burdett \$1.48

Bechevet, Lydia P. de

The mystery of the twisted man. 245p. D c. N. Y., F. H. Hitchcock \$2

A mystery story.

Berg, Edward, and Wing, Bristol E.

Essentials of metalworking; a textbook for schools and shops. 159p. diagrs. D [c.'27] Peoria, Ill., Manual Arts Press \$1.32

Bestlafts of the year. 313p. il. D c. N. Y., Harper \$2.50

A smile for everybody in this compilation of the year's best humor.

Bliss, Walton Boyd

Your school and you; a textbook of guidance. 258p. il. D [c.'27] Bost., Allyn & Bacon \$1.20

Aims to acquaint the beginning high school student with his school, himself, and his opportunities.

Braley, Berton, and Hill, George B., comps.

I ought to know that. 191p. D c. N. Y., Appleton \$1.50

A "question book."

Browne, George Waldo [Victor St. Clair, pseud.]

Indian nights. 255p. il. D [c.'27] N. Y., Noble & Noble 85 c.

Indian legends retold for children.

Browning, Robert, and Ruskin, John M.

The pied piper of Hamelin; with the King of the Golden River. 169p. il. (col. front.) D (Old trail ser.) [c.'26] Akron, O., Saalfeld Pub. Co. 50 c.

Baker, Ida Emma

The story of Canada [play]. 27p. S [c.'27] Toronto, Can., Musson Bk. Co. pap. 50 c.

Bangs, John Kendrick

A proposal under difficulties; farce in one act. 33p. S c. '95, '22 N. Y., S. French pap. 35 c.

Bull, Paul Bertie

The economics of the kingdom of God. 223p. (bibl.) D '27 N. Y., Macmillan \$2.25

Burt, Maxwell Struthers

The interpreter's house. 456p. D [c.'23] N. Y., Grosset \$1

Butler, Clementina

Ownership. 112p. il. D (Stewardship ser.) [c.'27] N. Y., Revell \$1
A book which advocates tithing as a means of supporting God's church and missions.

Calfee, John E.

Chapel talks; introd. by John A. Marquis, D.D. 128p. D [c.'27] N. Y., Revell \$1

Carter, Richard B.

Devotions in the home. 22p. S [c.'26] N. Y., New-Church Press bds. 40 c.

Censor, pseud. [Waldron Holmes Rand]

Spare moments; a collection of articles on everyday subjects [2nd ed. lim. ed.] 285p. O '26 Bost., McGrath-Sherrill Press, 270 Congress St. \$2

Chapman, Allen

Ralph on the mountain division, or, Fighting both flames and flood. il. D (Railroad ser.) [c.'27] N. Y., Grosset 50 c.

Church, H. F.

Organizing the drafting department. 140p. O (Ronald manufacturing industries lib.) [c.'27] N. Y., Ronald \$3.50

Clark, Charles Upson

Italian lessons and readings. 412p. il, map D '27 Yonkers, N. Y., World Bk. \$2

Coblentz, Stanton A.

The lone adventurer. 140p. D-c. N. Y., Unicorn Press, 5 E. 57th St. bds. \$2
A narrative poem about a prince confronted with the choice between love and riches on the one hand and a vagabond's rags and the homeless road on the other.

Conner, Sabra

The quest of the Sea Otter. 263p. D [c.'27] Chic., Reilly & Lee \$1.50
An adventurous tale of the sea for youthful readers.

Connors, Barry

The Patsy; a comedy in three acts. 112p. il. D (French's standard lib. ed.) c.'25, '27 N. Y., S. French pap. 75 c.

Cooper, James Fenimore

The Pathfinder; abridged and ed. by Marietta Knight. 389p. (3p. bibl.) il. S (Academy classics) [c.'27] Bost., Allyn & Bacon \$1

Cunneen, Terence F.

State supervision of casualty insurance. 33p. O (Howe readings on insurance, no. 7) '27 N. Y., Insurance Soc. of N. Y., 100 William St. pap. apply

Cory, David

Little Jack Rabbit and Yellow Dog Tramp. 128p. il. (col.) D (Little Jack Rabbit bks.) [c.'27] N. Y., Grosset 35 c.

Mother Nature's cheerful children. 64p. il. (col.) D (Little journeys to happyland) [c.'14] N. Y., Grosset 35 c.

Cosgrove, Eugene Milne

The struggle of a mind to be free. 215p. il. D c. Bost., Stratford \$2

The author's story of his intimate, inner life and journeyings thru the world, and how he finally solved his own religious problem in the mountains of the west.

Daniel, Hawthorne

The honor of Dunmore; il. by Henry Pitz. 256p. D c. N. Y., Macmillan \$1.75

A companion volume to "The Gauntlet of Dunmore," a book for young people in their teens, published last year.

Davies, James William Frederick

Out of doors with youth. 172p. il. S (Univ. of Chic. pub'ns in religious educ.) [c.'27] Chic., Univ. of Chic. Press \$1.50
A guide for leaders of boys' and girls' summer camps.

Dawson, Elmer A.

Garry Grayson at Stanley Prep, or, The football rivals of Riverview. 222p. front. D (Garry Grayson football stories) [c.'27] N. Y., Grosset 50 c.

Garry Grayson showing his speed, or, A daring run on the gridiron. 218p. front. D (Garry Grayson football stories) [c.'27] N. Y., Grosset 50 c.

Dekker, Thomas

The shoemakers holiday; ed. by Guy N. Pocock. 156p. T (Kings Treasures of lit.) [n.d.] N. Y., Dutton 60 c.

De Witt, S. A.

Idylls of the Ghetto, and other poems. 90p. D '27 N. Y., Rand Bk. Store fab. \$1.50

Dickens, Charles

Captain Boldheart, and other stories in "A holiday romance." 134p. il. (pt. col.) D (Children's classics) c. N. Y., Macmillan \$1.75

Nonsense tales, including the "Magic Fish-bone," taken from Dickens' "Holiday Romance" and newly illustrated by Beatrice Pearse, an English artist.

Diver, Maud, i.e., Mrs. Katharine Helen Maud Diver

But yesterday— 371p. D c. N. Y., Dodd Mead \$2.50

A novel in which the force of a dead man's personality affects the lives and actions of those he has left—his mother, a devoted cousin, and his son.

Doran, Marie

Tommy's flivver; a farce in three acts. 92p. D (French's internat'l copyrighted ed., no. 588) c. '26, '27 N. Y., S. French pap. 30 c.

Dixon, Franklin W.

The house on the cliff. 216p. front. D (The Hardy boys' stories) [c.'27] N. Y., Grosset 50 c.

The secret of the old mill. 216p. front. D (The Hardy Boys' stories) [c.'27] N. Y., Grosset 50 c.

The tower treasure. 218p. front. D (The Hardy boys' stories) [c.'27] N. Y., Grosset 50 c.

Doyle, Sir Arthur Conan

The white company; abridged and ed. by Mabel A. Bessey. 500p. il. map. S (Academy classics) [c.'27] Bost., Allyn & Bacon \$1

Edgerton, Edward I., and Carpenter, Perry A.

A first course in the new mathematics. 356p. il., diagrs. D (Junior high school mathematics) [c.'27] Bost., Allyn & Bacon \$1

Edwards, Leo

Jerry Todd in the whispering cave. 247p. il. D (Jerry Todd ser.) [c.'27] N. Y., Grosset 50 c.

An exciting and funny book telling of Jerry's encounter with Walla-Walla, the civilized cannibal.

Poppy Ott and the Galloping Snail. 238p. il. D (Poppy Ott ser.) [c.'27] N. Y., Grosset 50 c.

Poppy Ott's pedigreed pickles. 243p. il. D (Poppy Ott ser.) [c.'27] N. Y., Grosset 50 c.

Essary, J. Frederick

Covering Washington; government reflected to the public in the press, 1822-1926. 288p. il. O c. Bost., Houghton \$3

The Washington correspondent of the *Baltimore Sun* pictures the influences and incidents that affect our Government.

Fitzhugh, Percy Keese

Hewey Willetts. 248p. il. D [c.'27] N.Y., Grosset 50 c.

A story for Boy Scouts.

Tom Slade in the north woods. 250p. il. D (Tom Slade bks.) [c.'27] N. Y., Grosset 50 c.

Ford, Ford Madox [formerly Ford Madox Hueffer]

New poems [lim. ed.] 42p. O '27 N. Y., W. E. Rudge bds. \$7.50

Francis, M. E., and Blundell, Agnes

Tyrers' lass [novel]. 275p. O '27 St. Louis, Mo., B. Herder \$2

Frenay, Adolph Dominic

The suicide problem in the United States. 200p. (7p. bibl.) D [c.'27] Bost., Badger \$2

Freundlich, Herbert

New conceptions in colloidal chemistry. 154p. diagrs. D [n.d.] N. Y., Dutton \$2

Fruit, John Phelps

Correlatives of thought [essays]. 197p. O [c.'27] Bost., Badger \$2

Fuerbringer, L.

The Book of Job; its significance to ministers and church-members; tr. by E. H. Paar. 77p. D '27 St. Louis, Mo., Concordia Pub. House 85 c.

Gardner, Edmund Garratt

The story of Italian literature. 76p. (3p. bibl.) S (Things-to-know ser.) '27 N. Y., Harper bds. \$1

Garis, Howard Roger

Adventures of the prancing piano. 160p. D (Happy home ser.) [c.'27] N. Y., Grosset 35 c.

Garis, Lilian C. McNamara [Mrs. Howard Roger Garis]

Cleo's conquest. 252p. il. D [c.'27] N. Y., Grosset 50 c.

A story for girls of camp life in the Adirondacks.

Cleo's misty rainbow. 270p. il. D [c.'27] N. Y., Grosset 50 c.

Goldsmith, Oliver

She stoops to conquer; ed. by John Hamp-ton. 191p. front. (por.) T (Kings treasures of lit. no. 149) [n.d.] N. Y., Dutton 60 c.

Hagboldt, Peter

Essentials of German reviewed. 155p. O (Univ. of Chic. junior college ser.) [c.'27] Chic., Univ. of Chic. Press \$1.60

Haggard, Sir Henry Rider

Allan and the ice-gods; a tale of beginnings. 316p. D c. Garden City, N. Y., Doubleday \$2

A new tale of adventure in which Allan sees the frozen northland before the great glaciers moved south.

Driggs, Howard R. and Mayhew, Alfred F.

Driggs-Mayhew national scales for measuring compositions, for junior high school grades 7, 8, and 9. 15p. Q [c.'27] Lincoln, Neb., University Pub. Co. pap. 25 c.

Early American printing; an exhibition at the William L. Clements Library. 21p. il. Q (Bull. no. 15) '27 Ann Arbor, Mich., Univ. of Mich. pap. apply

Electrical practice. 463p. il., diagrs. O (R'way lib.) [c.'26] Chic., R'way Training Inst. \$10

Food Research Institute

Survey of the wheat situation, Dec., 1926, to Mar., 1927. various p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 3, no. 6) c. Stanford University, Cal. Author pap. \$1

Foote, Katherine Adelia, ed.

Ebenezer Foote, the founder; being an epistolary light on his time, as shed by letters from his files, selected by his great-grand daughter. 224p. front (por.) O c. Delhi, N. Y., Delaware Express Co. \$2.50

Giddings, Thaddeus Philander, and others

The home edition; v. 3, Intermediate music and three-part music with piano accompaniments. 496p. Q (Music educ. ser.) [c.'27] Bost., Ginn \$3

Grey, Clifford

Three short plays: Fore! Condemned; At the eleventh hour. 29p. S c. '27 Summit, N. J., N. L. Swartout pap. 50 c.

Halliburton, Richard

The glorious adventure. 354p. il. O [c. '27] Ind., Bobbs-Merrill \$5

The author of "The Royal Road to Romance" tells of further venturings abroad. This time as a modern Ulysses he follows the same course as the classic wanderer, visiting Asia Minor, Italy, Sicily and finally, by devious routes, getting back to Greece again.

Hart, Captain B. H. Liddell

A greater than Napoleon: Scipio Africanus. 280p. (bibl.) front. maps. O '27 Bost., Little, Brown \$3.50

A biography of the founder of Rome's world-dominion, with particular emphasis on his stratagem in war.

Haskins, Charles Homer

The renaissance of the twelfth century. 448 p. O '27 Cambridge, Mass., Harvard \$5

Hastings, James, D.D., ed.

The speaker's Bible: the First Epistle to the Corinthians; v. I. 259p. (bibl. footnotes) O '27 Chic., W. P. Blessing \$4

Hay, Ian, pseud. [John Hay Beith]

The ship of remembrance: Gallipoli-Salonika. 43p. il. map. D [n.d.] Bost., Houghton \$1.25

The story of a pilgrimage to the scenes of the Gallipoli and Salonika campaigns of the Great War.

Higgins, Joseph T.

The whale ship book. 36p. il. diagrs. Q [c. '27] N. Y., Rudder Pub. Co., 9 Murray St. \$4

The distinguishing details of old time whale ships with a complete description of a typical whaler.

Hiller, Sir Walter

The Chinese language and how to learn it. 359p. O '27 Milwaukee, C. N. Caspar \$7.25

Holman, Mabel, and others

Thinking, speaking and writing; bk. I 332p. D [c. '27] Newark, N. J., Silver, Burdett \$1.04

Hope, Laura Lee

Bunny Brown and his sister Sue on Jack Frost Island. 246p. il. D (Bunny Brown ser.) [c. '27] N. Y., Grosset 50 c.

The Outdoor Girls at Spring Hill Farm, or, the ghost of the old milk house. 210p. il. D (Outdoor Girls ser.) [c. '27] N. Y., Grosset 50 c.

Rose's odd discovery, or, The search for Irene Conroy. 216p. il. D (The Blythe girls) [c. '27] N. Y., Grosset 50 c.

Hubbard, Elbert

The note book of Elbert Hubbard. 224p. il. O '27 N. Y., Wm. H. Wise pap., \$2.90; buck., \$3.90; fab., \$5 bx'd.

Hunter, Dard

Fifteenth century papermaking. 16p. F '27 N. Y., Press of Ars Typographic pap. \$1

Isaac, Max

Facts about bankruptcy you ought to know. 347p. O c. N. Y., Amer. Bankruptcy Review, 165 B'way pap. apply

Jones, Walter Benton

Job analysis and curriculum construction in the metal trades industry. 110p. (4 p. bibl.) diagrs. O

Hudspeth, C. E.

Oregon Chief. 175p. il. (pt. col.), diagrs. D [c. '27] Bost., Ginn 80 c.

A connected series of western stories for children's classes, with projects for them to carry out.

Hughes, Rupert

We live but once. 285p. D c. N. Y., Harper \$2

The story of a very modern young lady who sets out to win the man she loves under the handicap of his marriage to another woman.

Jameson, Hallie Lee, and others

Thinking, speaking and writing; bk. 2 380p. D [c. '27] Newark, N. J., Silver, Burdett \$1.16

Johnsen, Julia E., comp.

Questions of the hour. 56p. D (The reference shelf, v. 4, no. 10) '27 N. Y., H. W. Wilson 90 c.

Johnson, James Weldon

God's trombones. 56p. il. O c. N. Y., Viking Press bds. \$2.50

Seven negro sermons in verse. The book is illustrated with drawings by Aaron Douglas and lettering by C. B. Falls.

Josephson, Aksel G. S., comp.

A list of Swedish books, 1875-1925. 58p. D '27 Chic., Amer. Lib. Ass'n. pap. 75 c.

Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry]

Saints in Sussex. 135p. front. (por.) O ['27] N. Y., Dutton bds. \$2.50

A collection of poems and plays.

Kelly, Rev. Paul A.

The romance of a priest. 128p. D c. N. Y., P. J. Kenedy \$1.75

An intimate study of the spiritual nature of the priesthood.

Kennedy, William H. J., and Joseph, Sister Mary

Old-world foundations of the United States; a text-book for Catholic parochial schools; [teacher's manual ed.] various p. il. (pt. col.) maps (pt. col.) D c. N. Y., Benziger Bros. \$1.28

Keyser, Cassius Jackson

Mole philosophy and other essays. 244p. O [c. '27] N. Y., Dutton \$3

Miscellaneous essays by a professor of mathematics at Columbia University.

Kinscella, Hazel Gertrude

Kinscella music appreciation readers; bk. 3. 224p. il. (col.) D '26 c. Lincoln, Neb. University Pub. Co. 80 c.

(Contribs. to educ. no. 227) '26 N. Y., Teachers College, Columbia Univ. \$1.50

Joseph, Leon Edward

The widow of Naphtali; a Masonic play in one act. 19p. D (French's internat'l copyrighted ed., no. 580) c. '26, '27 N. Y., S. French pap. 30 c.

Kidder, Edward E. and Kidder, Augusta Raymond

Stage struck; a breezy comedietta of these times in one act. 27p. D (French's internat'l copyrighted ed., no. 574) c. '26 N. Y., S. French pap. 30 c.

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A lily of Samaria. 206p. D [c.'27] Nashville, Tenn., S. S. B'd. of So. Bapt. Convention \$1.50

A novel that contains many Biblical characters, who lived in the time of Elisha.

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Standard service arithmetics; grade three. 398p. il. (pt.col.) D (Standard mathematical service) [c.'26] Chic., Scott, Foresman 80 c.

Lazare, Jules

Lectures faciles pour les commençants [new ed.] 108p. S (Internat'l. modern lang ser.) [c.'27] Bost., Ginn 56 c.

Lloyd, W. Francis, and Austin, Bertram Herbert

Capital for labor. 142p. D c. N. Y., Dodd, Mead \$1.25

Analyzing the British industrial situation.

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Tools and the man. 244p. (1p. bibl.) O (Columbia univ. studies in Eng. and comparative lit.) c. N. Y., Columbia Univ. Press bds. \$3

A comparative study of the French workingman and English chartists in the literature of 1830-1848.

Loomis, Mary Texanna

Radio theory and operating; for the radio student and practical operator; 3rd ed. rev. 886p. il. diags. D c.'25-'27 Wash., D. C., Loomis Pub. Co. fab. \$3.50

Lovejoy, Esther Clayson Pohl [Mrs. George A. Lovejoy]

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Describing the work of American women hospitaliers in the Near East.

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Ardor vitae; random verses. 59p. D (Contemporary poets, 54) '27 Phil., Dorrance bds. \$2, bxd.

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Jungle paths and Inca ruins. 537p. il. maps. (pt. col.) O [c.'27] N. Y., Century \$5

A record of adventurous exploration in South America by Dr. McGovern, a famous explorer and scientist, the author of "To Lhasa in Disguise."

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The secretary of state. 303p. D c. Bost., Little, Brown \$2.50

A novel of English social and political life; being the second volume in the author's series called "The Realists."

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The story of the seven natural sciences—mathematics and astronomy, physics and chemistry, geology, biology, and psychology.

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The whaling story from "Moby Dick"; abridged and ed. by Rupert Clift and G. C. F. Mead. 256p. front. (por.) T (Kings treasures of lit., no. 148) [n.d.] N. Y., Dutton 60 c.

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About two children who lived at Sunshine Farm and the animals that they played with there.

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The life story of a social climber.

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A novel of the younger generation in New York's Bohemia.

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Mr. Murray lays special emphasis on the influence of his Jewish birth in molding Disraeli's career and political principles.

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Citizens' reference book; a text book for adult beginners in community schools; 2 v. 196p.; 155p. il. (pt. col.) O c. Chapel Hill, N. C., Univ. of N. C. Press limp cl. \$1 ea.

New Bible helps for young folks

185p. S [c.'27] N. Y., Oxford flex. cl. 60 c.

New York laws affecting business corporations; rev. to Apr. 4, 1927; 8th ed. 461p. O [c.'21-'27] N. Y., U. S. Corporation Co. pap. \$2

Norris, Florenz

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Learning religion from famous Americans.
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Lessons on selections from the religious writings
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Pallard, Josephine

Everyday Bible stories. 190p. il. (col.
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Published in 1925 under the title "The Children's
Bible Story Book."

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American citizenship; an elementary text
in civics. 375p. il. D [c.'27] Chic., Rand,
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Phillips, H. B.

Calculus. 353p. diagrs. D '27 N. Y., Wiley
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Pierce, Lorne Albert

In conference with the best minds. 272p.
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Thirty-one chapters on the art of preaching and
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Spring tides. 354p. D [c.'27] Chic., Reilly
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Potter, H. A., ed.

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The South Carolina reader. 306p. il., maps D '27
Columbia, S. C. State Co. \$1.50

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(Contribs. to educ. no. 213) '26 N. Y., Teachers
College, Columbia Univ. \$1.50

Ophüls, William, M.D.

A statistical survey of three thousand autopsies
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versity Medical School. 239p. diagrs. O (Univ. ser.,
medical sciences, v. 1, no. 3) '26 Stanford Univ.,
Cal. Stanford Univ. Press \$3; pap., \$2.50

Patten, Bradley Merrill

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Tom Cecil and his sister Rosamond, last of an
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The story of a great house in an English valley,
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Easy lessons in elementary Spanish.

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no. 286) c. N. Y., Columbia Univ. Press \$3

Ribaut, Jean

The whole and true discouerye of Terra
Florida; a facsimile reprint of the London
edition of 1563. 154p. D (Pub'ns. of Fla. State
Historical Soc. no. 7) '27 DeLand, Fla., Fla.
State Historical Soc. \$15

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tian"]**

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Girl scouts in the magic city. 240p. il. D
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(To-day and to-morrow ser.) '26 N. Y., Dut-
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One of the author's early novels, which is to be
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Humane education; a handbook on kindness to
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Printers' devices in Dutch incunabula. 14p. il. F
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La vie des livres à Anvers aux xvi^e xvii^e et xviii^e siècles [lim. ed.]. 136p. il. Q '26 [N. Y., D. Jos. Van Riemsdyck, 520 Isham St.] pap. \$4

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The truth about heredity; a concise explanation of heredity written for the layman. 525p. (4p. bibl.) il., diagrs. D c. Chic., McClurg \$2.50

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St. Francis of Assisi: 1226-1926; essays in commemoration; with a preface by Paul Sabatier. 345p. (bibl. footnotes) il. (col. front.) O '26 N. Y., Macmillan \$4.50

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Henry the fifth; ed. by Samuel Thurber, jr., and A. B. de Mille. 366p. il. S (Academy classics) [c. '27] Bost., Allyn & Bacon 65 c.

King Lear; ed. by J. C. Dent. 191p. front. (por.) T (Kings treasuries of lit. no. 150) [n.d.] N. Y., Dutton 60 c.

Shaul, Scott W.

Amethyst walls. 106p. D (Contemporary poets, 51) '27 Phil., Dorrance \$1.75, bxd.

Sister of Notre Dame, A

Cresting the ridge. 155p. D c. N. Y., P. J. Kenedy \$2
Spiritual essays.

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The Tiddly Winks primer [new rev. ed.] 128p. il. (pt. col.) S [c. '26] Chic, A. Whitman 60 c.

Södergren, Carl J.

The prophecy of Malachi, with notes. 78p. D [c. '27] Rock Island, Ill., Augustana Bk. Concern 90 c.

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Maxa's children; tr. by Clement W. Coumbe. 244p. il. D [c. '26] Akron, O., Saalfeld Pub. Co. 60 c.

Uncle Titus in the country; tr. by Clement W. Coumbe. 245p. il. D (Every child's lib.) [c. '26] Akron, O., Saalfeld Pub. Co., 60 c.

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The black arrow. 255p. il. D [c. '26] Akron, O., Saalfeld Pub. Co. 60 c.

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Walpole, Hugh Seymour

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Two hundred and seventy-five years of East Hampton, Long Island, New York; a historical sketch. 140p. il. Q '26 c. East Hampton, L. I., [Rev. Wm Grainger] bds. \$5; ed. de luxe, \$10

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Principles and practice of oral surgery. 340p. il. O [c. '26] Phil., Blakiston \$6
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Suggested reading in twentieth century literature,

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Army posts and towns. 255p. O '26 Plattsburg Barracks. N. Y., Author \$4

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Ted Strong's saddle pard, or, A desperate dash. 276p. S (Western story lib., no. 45) [c. '27] N. Y., Street & Smith pap. 15 c.

Third grade arithmetic practice. 104p. Q c. N. Y., Macmillan pap. 48 c.

Van Slyke, Donald Dexter

Factors affecting the distribution of electrolytes, water, and gases in the animal body; 7th rev. ed. 405p. (2p. bibl.) diagrs. O (Monographs on experimental biology) [c. '26] Phil. Lippincott \$3

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How to construct the true-false examination. 127p. (2p. bibl.) diagrs. O (Contribs. to educ. no. 225) '26 N. Y., Teachers College, Columbia Univ. \$1.50

Who's who in Louisville. 200p. il. O '26 Louisville, Ky., Standard Pr. Co. fab. \$10

Winter, Leo

A textbook of exodontia; exodontia, oral surgery and anesthesia. 300p. il. (col. front.), diagrs. O '27 St. Louis, Mo., C. V. Mosby \$7.50

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Selected addresses and papers of Simon Wolf. 356p. front. (por.) D '26 Cin., Union of Amer. Hebrew Congregations \$2

Whalen, Will W.

The girl who fought [novel]. 301p. O '27
St. Louis, Mo., B. Herder \$2

Whipple, Leon

The story of civil liberty in the United States. 376p. S (Current social science studies) [c. '27] N. Y., Vanguard Press 50c.

Wright, Harry B.

Toys every child can make. 64p. front. diags. obl. O [c. '27] Milwaukee, Bruce Pub. Co. \$1.60

Directions for making all kinds of interesting toys. The author is connected with the art education department of the Buffalo Public Schools.

Zimmerman, Jeremiah, D.D.

The problem of evil and sufferings; a solution and the antidote. 316p. D c. Bost., Stratford \$2

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Current Rare Book Notes

Frederick M. Hopkins

A NEW edition of Austin Dobson's "Horace Walpole" will soon be published by the Oxford University Press. This memoir was originally published in this country in 1892 in a luxurious edition. It has since been issued in a revised form on two occasions. The present edition has been corrected by Paget Toynbee, and contains much information which was unobtainable when the original book was written.

THE 111th annual meeting of the American Bible Society, Astor Place, was held last week. It was announced that the exact circulation of the Bible last year was 9,917,361 volumes, which was an increase of more than 600,000 volumes over 1926, and that the total circulation during the 111 years of history of the society has been 184,028,860 volumes. Last month the British and Foreign Bible Society held its 123d meeting, and it was

reported that it published last year 10,128,087 copies of the Bible in no fewer than 592 languages.

THE first two volumes of a limited edition de luxe of the Dartmoor novels of Eden Phillpotts will be issued by the Macmillan Co. of London in July. The first volume will be autographed by the novelist and will have an introductory essay by Arnold Bennett. It will be called the "Widecomb" edition, and consist of twenty volumes, representing twenty-five years of the author's life. Each volume will contain a photogravure frontispiece by Cecil Hunt. The edition will appear at the rate of two volumes a month.

IN celebration of the Pickwick centenary a stage coach left the Golden Cross Hotel in the Strand at Charing Cross, London, on May 13th, for Rochester with

the Pickwick Club aboard just as it was reported by Dickens to have done on May 13, 1827. In the party, arrayed in their proper costumes, were Mr. Pickwick, Mr. Snodgrass, Tracy Tupman, Mr. Jingle. The coach changed horses every twelve miles. At Rochester the club received a civic welcome. Mr. Pickwick, in blue coat, white breeches and black gaiters, beamed from the top of the coach, and from another point of advantage Tracy Tupman could be observed regarding young ladies with extraordinary interest. The pilgrimage was arranged by the Dickens Fellowship and great attention was given to all the details. It attracted a great deal of attention and is said to have given the fellowship great satisfaction.

ENGLAND is fast becoming a hunting ground for historians in search of fresh material relating to America. This is pointed out in an article in a recent issue of *The London Discovery* by Allen French, author of "The Day of Concord and Lexington." The great importance of the Revolution to America has meant practical exhaustion of original source material here. But England, in her absorption in Continental affairs during the Revolution and since, never felt such interest in the event. Diaries of soldiers who fought in America, letters written home, and important official papers, have been preserved and for the most part forgotten. The bringing to light two years ago of General Henry Clinton's papers, rich in new material bearing upon the period, impressed students of American history with the possibilities of ungleamed archives across the Atlantic. Since then much attention has been given to this field, and the material already found is important, and leads to the belief that even more important discoveries may be forthcoming.

THE first public library building entirely devoted to the promotion of business has been opened in an attractive structure of Georgian style in the heart of the rapidly developing section of Newark, N. J. The library has proved its usefulness in such a convincing manner that the \$230,000 investment represented in the new building was appropriated by the city commission without opposition. The library has had

an average attendance of 300 patrons daily. In the up-to-date section it contains directories of all cities in the United States and all important cities of the world. There are also guides to business information, recent literature on accounting, market analysis, credits, finance, administration, some 600 business magazines, lists of registered agents of corporations, investment annuals, maps of hundreds of cities, cable codes, and trade directories from all parts of the world. While a systematic effort will be made to keep the library thoroly up-to-date, books giving the business history and practices of other times will not be neglected.

GLIMPSES of the history of one of the world's greatest and most famous publishing houses are given in the pages of "Some Account of the Oxford University Press, 1468-1926," just issued from the Clarendon Press. It is divided into four sections: first, historical sketch; second, the Press today; third, the Press abroad; and fourth, Oxford books. Historically the Press dates back to the last years of the fifteenth century, and in 1636 the University was granted a royal charter entitling it to print all manner of books. Its work during the Civil War is important because of the great number of Royalist pamphlets and proclamations issued there, and there has been no era in English history in which it has not played an active part. Two of the best known products of Oxford scholarship are the "New English Dictionary" and the "Dictionary of National Biography." Both came into existence in the last half of the nineteenth century. The volume contains excellent illustrative examples of titlepages, maps, and other work of the Press. In it will be found accounts of the printing of Bibles, prayer books, its official publications, its medical books, and its fine editions of the English classics.

AN exhibition of rare books, all owned by Yale undergraduates, opened in the Yale University Library on May 16th. The exhibition, arranged by a group of students appointed by Professor Andrew Keogh, university librarian, contains books and manuscripts of unusual rarity and

value. The selections on view comprise 212 items, divided into six units, which include illuminated manuscripts, incunabula, early printing, English literature, Americana, and miscellanea. The early manuscripts contain specimens of the fourteenth, fifteenth and sixteenth centuries, and consist chiefly of Latin manuscripts. There are several Oriental manuscripts, among them a fifteenth century Dervish book of poetry. A page of the Gutenberg Bible, printed in 145-, is included in the early printing, which includes Homer, *editio princeps*, printed in France, 1483, one of the finest and largest known copies, and the famous "Nuremburg Chronicle" printed in 1493. A prayer book, bound for Charles II of England and bearing his coat of arms, is one of the prizes of early printing, also the "Confessio Amantis," published by Caxton, a first edition and one of the rarest books in the English language. John Baskerville, the first of the modern printers, is represented by several fine items. There are several Kelmscotts, including the famous Chaucer, in the division of modern fine printing. In the English literature section, are the first edition of Erasmus's "Praise of Folly," a folio edition of "Othello," Spenser's "Fairie Queene," 1611, and a first folio of Ben Jonson, of 1616. The exhibition contains some interesting and rare items of Americana, and contemporary English writers are well represented. Altogether the exhibition is a fine demonstration of the breadth and fine discrimination of the Yale undergraduate collector.

THE Christian Science Monitor, in discussing "Autographs and First Edition Books" editorially, remarks that "there are many owners of small libraries, the collectors of which had a taste for good literature, who will find it financially profitable to examine, in the light of modern values, their books and autographs." This is being done more generally than anybody except a few rare book dealers realize. Rarities of every description are being rapidly gathered. Not more than three or four years ago the first edition of Fitzgerald's translation of the "Rubaiyat of Omar Khayyam" was bringing from \$900 to \$1,200. Two copies have recently been sold for \$3,200

and \$3,250 each at public auction which means that the dealer will soon be charging \$4,000 for a good copy. The newspaper publicity given to these new records, and others like them, are making book owners very busy in overhauling their treasures, and the auction houses are receiving many consignments in consequence.

Catalogs Received

Autograph letters, manuscripts and historical documents. (Items 330.) Thomas F. Madigan, 48 West 49th St., New York City.

Autograph letters, poems, etc. (No. 191.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Books by and relating to inventors, thinkers and reformers. (No. 938; Items 257.) James Tregaskis & Son, 66, Great Russell St., London, W.C.1, England.

Books on miscellaneous subjects, including first editions of certain Nineteenth and Twentieth Century authors. (No. 19; Items 448.) Edgar H. Wells & Co., Inc., 41a East 47th St., New York City.

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